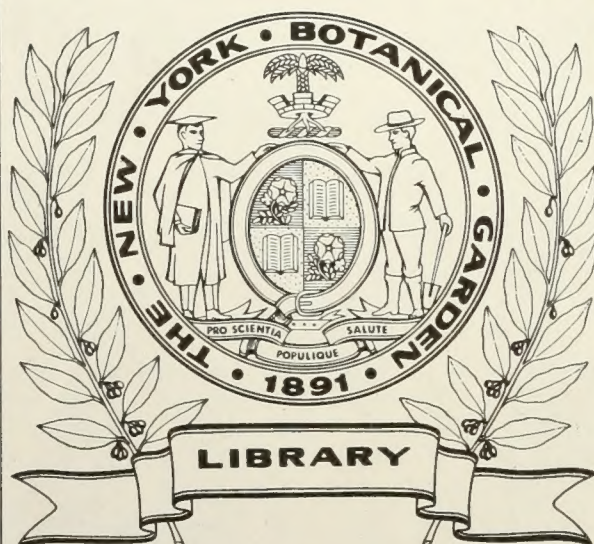






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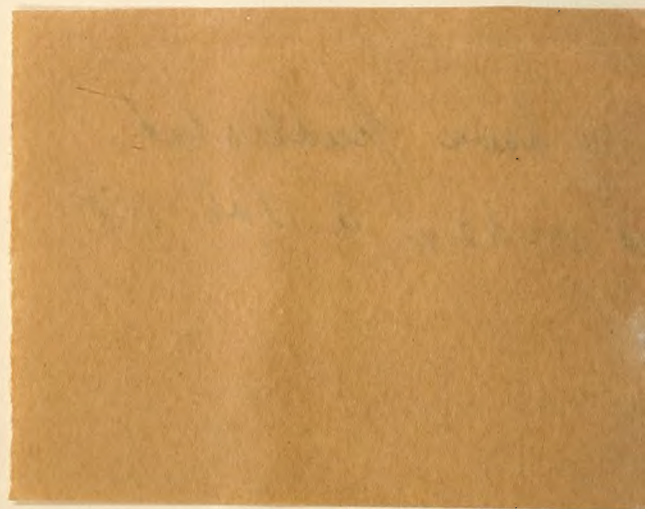












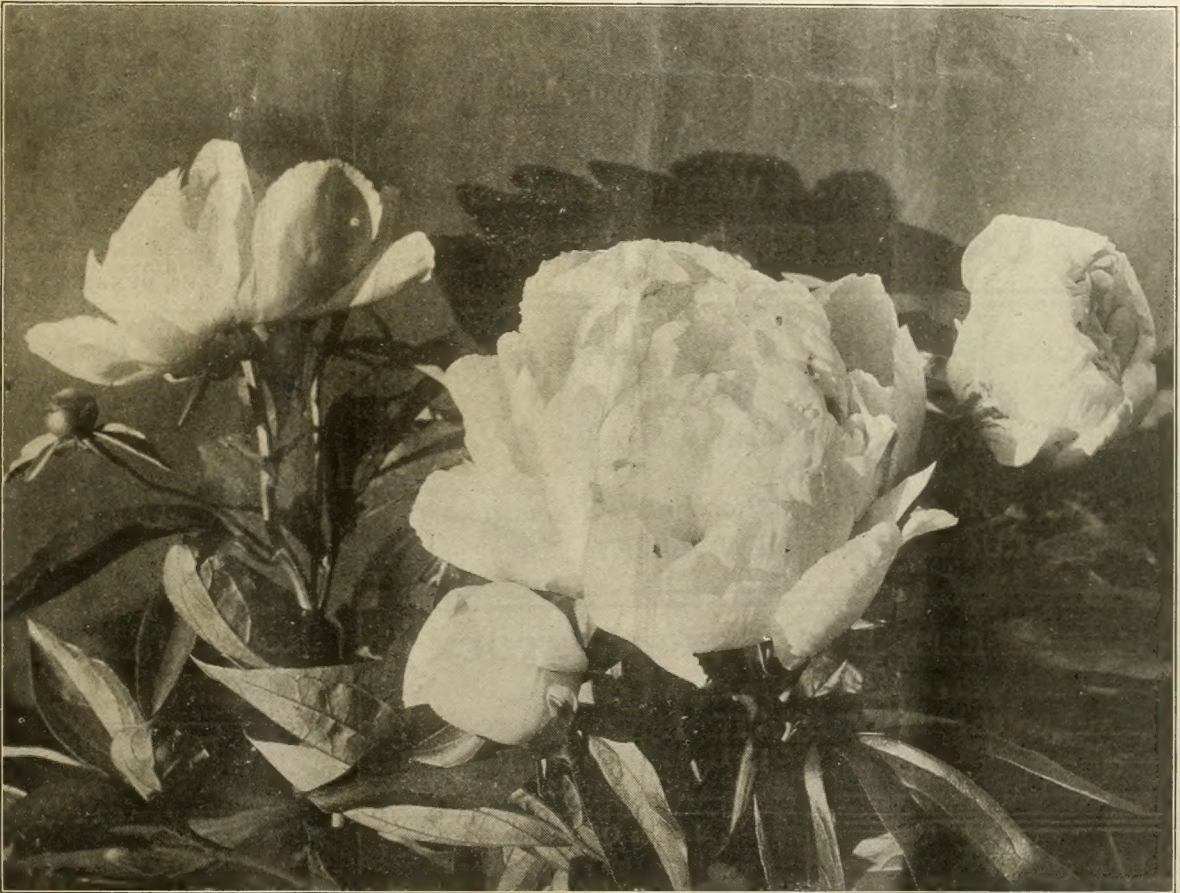


# HORTICULTURE

Vol. XXVIII

JULY 6, 1918

No. 1



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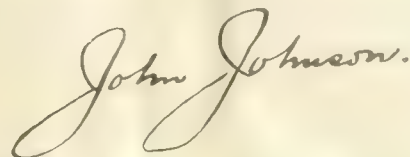
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# VEGETABLE CULTURE

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Johnson. Such communications should invariably be addressed to the office of HORTICULTURE.

## Turnips

Make another small sowing of an approved variety for fall use. Although this crop may be considered not highly important, if grown at all turnips should be well grown. Sow the seed in drills 15 inches apart on ground in a good state of cultivation. While it is true that reasonably good results are obtainable without the aid of fertilizer in ordinary garden soil, a stimulant at this season may be applied with advantage. If the plants must combat the ravages of insect pests which are particularly prevalent at this season, they must be well supplied with both food and moisture in the early stages of growth. Thin the seed rows as soon as the plants can be handled allowing at least six inches between the plants. Rutabagas may be sown from now until the middle of the month. These are hardier and of better keeping quality than the ordinary garden turnip. A good breadth of these may be sown, as any that cannot be harvested for winter use may be left in the ground and will furnish early wholesome greens next spring.

## Aphis

Aphides in various forms attack nearly every garden crop and on account of their wonderful power of reproduction a great amount of damage is often wrought among vegetable crops during dry weather. All members of the cruciferous family, turnips, cabbage, etc., are very susceptible to an attack of blue aphis at this time of year. Good culture is the most effectual weapon against aphis and for this reason we advocate a sprinkling of fertilizer in the turnip drills. Crops that grow vigorously from the start are rarely troubled to any great extent by the pest. Water applied forcibly from the hose is a simple way of getting rid of aphis but when the hose is out of the question the grower should have recourse to one of the many available insecticides. A cheap and effective remedy will be found in kerosene emulsion made in the following way: Dissolve 1 pint of soft soap in 1 gallon of boiling water and while still boiling, add 1 quart of kerosene. The mixture should be thoroughly agitated until a creamy solution results. Dilute to sixteen gallons with warm water for spraying purposes. The soft soap makes the spray adhesive, the kerosene kills the aphis. Any quantity can be made but the proportion of one wineglassful, or two fluid ozs. of kerosene in a gallon of water should not be exceeded.

## Late Sowings

Sweet corn, globe beets, half-long carrots, string beans and various salading plants as lettuce, endive, mustard and cress, and radishes should be kept in succession. Indeed, the final sowings of some of the above mentioned kinds must now be made. Employ early maturing varieties of sweet corn as Mayflower or Peep O'Day. A full sowing of round beets should be made within the next two weeks to give good roots for winter use. Endive should be accorded culture similar to lettuce. Before being sent to the table, however, endive should be well blanched. Blanching not only enhances its appearance but reduces the bitterness of this plant. Loosely tie the outer leaves so that the center will be covered but allow sufficient room for the young leaves to develop. Another method sometimes practiced is that of placing an inverted flower pot over each plant. On the other hand, the plants may be lifted when severe frosts set in and stored in a cellar or outhouse and with the exclusion of light blanching will be effected.

## Melons

Outdoor melons will need careful watching from now on. See that the fruits are lifted off the ground and placed on clean pieces of wood or inverted pots. Spray the plants about every ten days with Bordeaux to prevent blight and cultivate the ground about the plants to keep down weeds and maintain good tilth. Weak liquid manure should be given just after the fruit has "set," or a dressing of fertilizer well watered in will answer equally well. Never apply stimulants to melons or any other plants that are suffering for want of water. Water first and a few hours later apply the stimulant if needed.

## Strawberry Bed

Strawberries which have finished the season of fruiting should be cleared of weeds and runners not otherwise required for future use. Every encouragement should be given runners intended for pot culture or for making new plantations. Keep them well supplied with water and when well rooted transfer to a size larger pot or else plant them out into permanent quarters at the first opportunity. Give the ground very liberal treatment.





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### Too many varieties of peonies

The disinclination of the horti-  
 culturist to discard inferior or  
 obsolete varieties may be in  
 many instances pardonable, yet  
 the habit of keeping them greatly retards progress and  
 encumbers his efforts very much as weeds cumber the  
 ground. With the many hundreds of varieties of peonies  
 which are offered today why should we not select the

best forms of each color or distinct shade of color and  
 of early and later flowering types. It is true that many  
 growers incline to those of easiest propagation, but this  
 consideration should not count. We should have the  
 best sorts; and we affirm that most of them being of  
 vigorous growth propagate readily.

### The conventions

The inopportune advance in railroad  
 fares and elimination of excursion and  
 party tickets does not seem to have  
 dampened materially the desire to as-  
 semble as in years past in the two conventions of  
 national importance that have thus far been held—the  
 seedsmen and the nurserymen—and this is a good  
 augury for the other big one yet to come—the Society  
 of American Florists, in August. However, not so  
 much on numbers does the well-being of a convention  
 under present conditions depend. There was a time—a  
 free and easy time, when the more numerous the at-  
 tendance at a convention the greater the success it  
 was considered to be. Everybody had a glorious time  
 and "wouldn't have missed it for anything." But con-  
 ventions nowadays are a more serious matter. Business  
 is the key note and the promotion and protection of  
 business interests is the slogan. So the big men, the  
 thoughtful men, the earnest men, so indispensable to-  
 day, if a business is to escape spoliation and grievance,  
 have a serious purpose in attending these meetings and  
 in the results of the useful work that they do we are all  
 beneficiaries. The seedsmen's and the nurserymen's  
 meetings were both good examples of earnestness,  
 progressiveness and patriotism and cannot fail to make  
 a good impression and influence where such is most  
 needed.

This year as never before hedges have  
 been destroyed by winter-killing. Those  
 planted along walls have suffered the  
 most and when planted in double row form, the row  
 nearest to the wall has generally been killed root and  
 branch, while in the row farthest from the wall the  
 branches have been killed but the roots remain alive.  
 From this experience we see that it is reasonable to  
 plant hedges along walls when the plants are set two  
 feet or more from the wall, and that we run great risk  
 in planting nearer to it. Of hedge material the Cali-  
 fornia privet *Ligustrum ovalifolium* is unquestionably  
 the most largely used—it is also that most frequently  
 winter-killed. The Chinese privet *Ligustrum ibota* is  
 preferred by many as being hardier and more to be de-  
 pended upon to live; it is, however, of rather loose strag-  
 gly habit and requires more frequent trimming to make  
 it dense and shapely—yet even this variety has suc-  
 cumbed in many places during the past winter. We seem  
 to have forgotten the old English privet *Ligustrum vul-  
 gare*, brought here by the Pilgrims and used by them and  
 their descendants for generations, which has proved so  
 hardy that in many localities it has become naturalized.  
 It is of close upright growth, free from the straggleness  
 of *L. ibota* and having smooth, glossy foliage while that  
 of *L. ibota* is rough. There are a few growers, who now  
 consider *L. vulgare* the most satisfactory privet for  
 hedge purposes.



## A Pull All Together

The convention of the S. A. F. & O. H. is rapidly drawing near and it has been suggested to me that on account of the troubled conditions as well as the increased railroad rates, the attendance will be small from the eastern states. This may be so—and yet in view of the importance of the convention this year, I shall regret it if we do not have a large attendance.

Every florist who reads the trade papers must realize the S. A. F. has had a very busy season in his interest. Our Washington representative, Wm. F. Gude, in particular has had to spend practically all of his time between the coal question, the cutting off of imports and other momentous questions. Under these circumstances it is not fair for Mr. Florist to stay at home and let the "faithful few" bear the brunt of the battle all of the time.

It has been suggested that florists' and gardeners' clubs combine their interests and send two or more delegates to the convention. This, I am not in favor of, unless it is shown that failing this some particular section will not be represented at all. In an organization such as ours, every member has an equal voice and vote on the floor and should, if possible, go to the convention to exercise it, but let every section be represented by delegates if no other way seems available.

The S. A. F. has done and is doing a great work for the florists in Washington and through the publicity campaign at this time. What other organization has ever inaugurated a publicity campaign and gotten the publicity we have received through the splendid work of our committee for the small amount of money invested? It behooves every florist in the country if he has a spark of pride in his business and makeup to at least become a member of the S. A. F., and yet strange

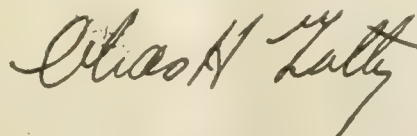
to say, there are many men who are not on our membership roll. This should be remedied as soon as possible.

When our representative speaks in Washington he should know that the florists all over the country are back of him and that he is speaking in their behalf. Considering the membership fee is only \$5.00 and the annual dues \$3.00, it is a disgrace to the profession that we cannot treble our membership. With this idea in mind of bringing home to the florists the benefits of co-operation and the helpfulness of this organization to every individual florist I want to announce a competition open to all members of the S. A. F. & O. H., with the exception of the president, vice-president, secretary and treasurer. To the member bringing in the largest number of new members for the year 1918 up to midnight of August 20th the evening of the first day of the convention, I will give a \$100 Liberty Bond and to the member bringing in the next largest number of new members a \$50.00 Liberty Bond.

One man wrote me that he was glad to belong to the S. A. F. & O. H., but always felt it was an exclusive affair and only open to a favored few.

Once and for all, let everyone dispense with this idea and give a long pull—a strong pull and a pull all together, so that our organization will have attained the status to which its importance entitles it.

Yours for an increased membership,



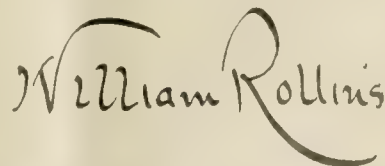
*President S. A. F. and O. H.*

## Peony Mary Woodbury Shaylor

Editor HORTICULTURE:

I saw with pleasure the admirable likeness of Mr. Shaylor in HORTICULTURE for June 15th, and thought your readers might like a photograph of one of his many fine seedlings, which are destined to place America in the front rank in the production of new peonies. The plant photographed for you was Mary Woodbury Shaylor. I rank this with Lady Alexander Duff, to which it is superior in one particular, the petals have much greater firmness, allowing the flower to remain in exhibition condition for a long time. The leaves of this plant are very large and striking. It is, however, not so large or rapid growing a plant as Duff. The central blossom in the photograph had been open for eleven days when the picture was taken. During this period there had been a violent northeast wind and rain of eighteen hours duration, three nights of frost, and one

when the mercury fell to 22 degrees Fah. I had intended to make the picture later in the day, but fearing the flower would wilt when the temperature rose I took it at quarter past five Standard time, with the rising sun touching it, but with the temperature too low for the flower to have waked from its night's rest. This was most unfortunate, as I used my last plate and later when the side buds had opened and the central flower fully expanded, the plant was the most lovely sight in the garden. The plant was flowered under one of my deep orange screens, and the result seems to show that these screens are of use as a protection against slight frosts as well as for keeping off the intense sunlight and rain.



*Tamworth, N. H.*

## INDEX TO VOLUME XXVII

Following precedent we shall send copies of the index to Vol. XXVII only to those of our readers who make request for them. They are ready now and will be mailed promptly to all who express a desire for same.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## THE ST. LOUIS CONVENTION.

Judging from the reports received from many parts of the country, a more than ordinary interest attaches to the preparations now in progress for the 34th Annual Convention of the Society, which is to be held in St. Louis, August 20, 21 and 22. Quite a number already have reserved space in the Trade Exhibition and it is fully expected that this feature of the Convention will be as complete as ever. The geographical position of St. Louis makes the city an ideal choice for convention purposes, in fact, it is the hub of a very extended circle of trade area. Moolah Temple, where the Convention is to be held, is a most desirable building for the great service expected of it by the Society. The facilities for a handsome staging of the Trade Exhibition are all that could be wished, and, as the official plan shows, there will be no necessity for crowding, aisle room being a plenty.

Vice-President Bourdet and the Secretary are now working on the official program, which will go out to members about thirty days prior to the Convention. The subject matter of this schedule of events will this year be of a most important character. Considerable time will be set apart for discussion of the reports of the Publicity Committee and the Finance Publicity Committee, indeed the whole question of publicity for flowers will be gone into at length, and one or two notable publicity experts will, it is expected, present their views and comments upon the work of the Society so far accomplished. The coal situation, too, will be discussed from all standpoints and much information will be evolved from a full and complete presentation of conditions as they are affecting our members in different sections. It is expected that a gentleman competent to speak with authority on fuel matters will be present, and that there will be much enlightenment result upon details which at the present time are vexing to say the least.

The Secretary reports a large influx of members from various sections, in fact, never before was experienced such a flocking to the standard of the

Society. The good work which the organization has successfully carried out, and the Secretary's personal efforts, are of course, responsible in great measure for this. In order to stimulate effort on the part of our State Vice-Presidents and others to bring more florists into the membership fold, President Totty is offering a \$100 Liberty Bond to the member who presents the greatest number of applications for membership up to midnight of August 20, and a \$50 Liberty Bond to the member who presents the next largest number. This very generous offer should be an inducement to many to get busy, for not only have they the power of their own persuasion, but they can point to the most excellent work of the Society looking to the betterment of conditions among the whole trade.

## THE PUBLICITY CAMPAIGN

In response to the wishes of Chairman Henry Penn of the Publicity Committee, and Chairman George Asmus of the Publicity Finance Committee, President C. H. Totty called a meeting for a conference of these officials with the Secretary and President to take place at the Iroquois Hotel, Buffalo, on Saturday, June 22. It was considered inadvisable to summon the whole committee membership at this time, owing to the mileage expense thereby incurred. The conference was very largely for the purpose of reviewing the campaign work for the past five months, and arranging data which would enable the Chairmen to make an intelligent report at the forthcoming Convention of the Society in St. Louis. Buffalo was chosen as the place of meeting for the reason that it was a central point, and the Secretary was already there in the course of his western trip. S. A. Anderson of Buffalo was present as a resident committeeman, and W. J. Palmer of Buffalo was in attendance by invitation. The Secretary submitted a report showing what he had accomplished through the trips so far made, and the same meeting with hearty approval he was instructed to continue the work of visiting the trade until further notice. Matters of great importance in connection with

the Campaign were discussed, but definite action was deferred until such time as a general meeting of the Committees could be arranged, when the individual views of the members could be obtained upon various phases of the work, and their votes recorded upon action to be taken.

The Secretary in his report made feeling reference to the very many courtesies extended to him by the trade in the different cities visited up to the time he reached Buffalo—Bridgeport, New Haven and Hartford, Conn.; Providence and Pawtucket, R. I.; Boston, Mass.; Albany, Troy, Schenectady, Utica, Syracuse, Barnards, Irondequoit, Rochester and Buffalo, N. Y. With the assistance cheerfully rendered him his work was greatly facilitated and his time conserved to a considerable extent. Later in Detroit, he received material assistance from Philip Breitmeyer, Albert Pochelon and Robert M. Rahaley, the latter gentleman devoting practically his entire time to the work during the period of the visit. Besides substantially increasing the Publicity Fund, these trips have resulted in large and important additions to the membership roll of the S. A. F. & O. H. They have provided opportunities not otherwise obtainable for exploiting the work of the Society and establishing the fact of its great service to the florist industry.

The fact of the great benefit derived from the Publicity Campaign is becoming clearly established, and florists who have not already subscribed need no longer hesitate to "do their bit." It is only by generally expressed interest on the part of those the work is to help that the campaign can continue. This interest is of the dollars and cents kind, something that can be exchanged for the publicity we are after. The risk of exploitation has already been taken, and doubt as to satisfactory results need no longer exist. Help to make this a whole-hearted movement. Few florists are too poor to give at least a little assistance—"flowerless days" are not yet on the calendar, nor will they ever be if this campaign is rightfully supported. Without this effort to keep flowers constantly in the public mind the future might be dark for the flor-



ist trade. There is hardly a day when the Promotion Bureau is not called upon to combat some misinformation or misguided prejudice regarding the use of flowers, and it behooves everyone in the business, no matter what his standing, to bolster up the work of the Publicity Committees with a contribution to the Publicity Campaign Fund.

The following additional subscriptions are recorded:

Annually for Four Years: J. W. Massmann, Montclair, N. J., \$15; H. C. Neubrand, Middletown, Conn., \$5; John Cook, Baltimore, Md., \$6; Chas. H. Plumb, Detroit, Mich., \$50; Art Floral Co., Detroit, Mich., \$25; M. G. Paterson, Detroit, Mich., \$25; W. B. Brown, Detroit, Mich., \$25; A. H. Evans, Detroit, Mich., \$25; Jos. Streit, Detroit, Mich., \$25; Frank Holznagle, Detroit, Mich., \$50; Central Floral Co., Detroit, Mich., \$25; Geo. W. Davis, Detroit, Mich., \$10; Lewis Maire, Detroit, Mich., \$10; John H. Klang, Detroit, Mich., \$25; Mrs. Gus. Koch, Detroit, Mich., \$10; Chas. Kelly, Detroit, Mich., \$50; Beard Bros., Detroit, Mich., \$25; C. J. Pult, Detroit, Mich., \$5; Albert Hilliker, Detroit, Mich., \$10; Miesel Bros., Detroit, Mich., \$5; E. L. Niemiec, Detroit, Mich., \$10; Watson Floral Co., Detroit, Mich., \$5; Century Cut Flower Co., Detroit, Mich., \$30; Indian Village Greenhouses, Detroit, Mich., \$25; Wm. Roethke Floral Co., Saginaw, Mich., \$25; Grohman The Florist, Saginaw, Mich., \$25; Chas. Frueh & Sons, Saginaw, Mich., \$25.

Annually for One Year—J. B. Goetz Sons, Saginaw, Mich., \$25.  
Total, \$596.00. Previously reported from all sources, \$35,934.75. Grand total, \$36,530.75.

JOHN YOUNG, Secretary.  
1170 Broadway New York.  
June 29, 1918.

#### OPTIMISM AND SKEPTICISM

When we launched our Publicity Campaign we heard more or less about whether this was the opportune time for a campaign and whether we hadn't better wait for a normal time, etc.

Well, here we are a little over a year in the war and have not heard anything derogatory during the period we have had our Publicity movement.

I have noted in many national campaign movements throughout the country where the Government War Office has interrupted their policy as outlined to the extent of a great deal of the work being curtailed in regard to furtherance of their sales because it would have been detrimental to the Government needs.

How has our Campaign worked out? Editorially, we have had compliment after compliment heaped on us by editors who have said that our flowers were more beneficial during the war times than any other period and just as necessary to the average mortal as anything under the sun. Shall we stand by and permit this branch of industry to go to seed for want of enthusiasm and courage, and of course, contributions, so essential to carry on and do our share, so as to be able to do our duty in other war-work activities in which so many of our florist-brethren are so nobly interested. We are still pegging away for our \$50,000



PART OF THE PEONY SHOW AT BOSTON

to help culminate our first campaign, and the florists of this great country of ours are not going to let it lag.

"CARRY ON" is the motto of the Publicity Campaign Committee. Do your best, is all we ask.

Yours very truly,

HENRY PENN.

Chairman, National Publicity Campaign.

#### MASSACHUSETTS AGRICULTURAL COLLEGE

Of course every business is hard hit by the war, but the inroads in the colleges are probably worse than anywhere because in the colleges are so many young men suitable for various kinds of military service and other government work. Even the members of the teaching and experimental staff are made up largely of young men, a large number of whom have had military training. These facts are illustrated by the changes made during the year in the horticultural staff at Massachusetts Agricultural College. There are now eight members enlisted and under orders. Professor F. A. Waugh, head of the division, is a captain in the Sanitary Corps, Division of Physical Reconstruction; Professor F. A. C. Smith of the department of landscape gardening is a lieutenant in the Division of Personnel stationed in Florida; Professor A. G. Hecht, head of the department of floriculture is in an officers' training camp at Camp Sherman, Ohio; C. E. Wildon, assistant in floriculture, is in a training camp in Virginia; R. A. Van Meter of the pomology department is at Camp Devens, Mass.; E. G. Wood of the pomology

department enlisted early and is in France; W. C. Pauley of the landscape gardening department is in an officers' training camp in Ohio; Gilbert Watts, foreman in market gardening has enlisted in the navy and expects to be called to the colors this month. Besides these Professor W. D. Clark, head of the department of forestry, has been for several months in Boston employed with the state Fuel Administration, and Professor A. D. Kilham has also been in Boston with the Food Administration. Other members of the staff, though not detached, are occupied constantly in war service, especially in food production and conservation. Professor W. W. Chenoweth, of the department of horticultural manufactures, in particular is carrying on an important work throughout the state in the canning and drying of fruits and vegetables.

#### ENCOURAGE THE MIDDLEMEN.

We would not encourage the inefficient, whether they were producers or middlemen; but when any middleman will bring the product to the consumer at less expense than it will cost either the consumer or the producer to handle it, we would encourage the middleman, and would pay him enough to keep him at work, and would pay him highly so as to encourage more middlemen to reduce the expense of distribution still more.

Middlemen are not geese, but they lay the golden eggs of reduced costs. If we kill them or discourage them it will cost the producer and consumer much more to get together than we would otherwise pay the middleman.

*Kassandra.*



## CLUBS AND SOCIETIES

### AMERICAN ASSOCIATION OF NURSERYMEN

The forty-third annual convention of the American Association of Nurserymen as recorded in our last week's issue, opened June 26, at the Hotel Sherman, Chicago. The attendance was fairly well representative of the trade from all over the United States; over 300 members being present.

In the absence of the president Maj. Lloyd C. Stark, who is in France, vice-president J. R. Mayhew of Waxahachie, Texas, called the convention to order. Mr. Graw of the Association of Commerce, welcomed the visitors to Chicago.

Reports of the various committees were presented and a lively discussion followed the address of Dr. E. C. Stakman of St. Paul, Minn., chairman barberry eradication committee, at the close of which J. W. Hill, of Des Moines, Ia., presented the following resolution which was unanimously adopted:

In view of the information given us by the pathologists regarding the dissemination of black rust, I move that it be the sense of this association that the propagation and dissemination of Barberry vulgaris and purpurea be discontinued, and we appeal to all loyal and patriotic members of this organization to support us in this position.

At Wednesday afternoon's session reports were received from Secretary-Counsel Curtis Nye Smith, and L. D. H. Weld, of the commercial research department of Swift & Co., Chicago, who delivered an address on "Marketing Methods." A resolution and amendment to the constitution occupied the balance of the session. The programme for the evening included a meeting of the state vice-presidents at 7.30 o'clock, followed an hour later by a reception and "get-acquainted" banquet.

Thursday and Friday's session were given over to the reading of many interesting papers and the reports of the committee on publicity as well as the state vice-presidents.

The following officers were elected: President, J. R. Mayhew, Waxahachie, Texas; vice-president, J. Edward Moon, Morrisville, Pa.; secretary, Charles Sizemore, Waxahachie, Texas. Treasurer, J. W. Hill, Des Moines, Iowa, was re-elected as was also Counsel Curtis Nye Smith of Boston, Mass.

Chicago was selected as the meeting place for the 1919 convention.

### LADIES' AUXILIARY AMERICAN ASSOCIATION OF NURSERYMEN

The Ladies' Auxiliary of the American Nurserymen's Association is an organization of ladies connected with the trade for social purposes only. Their room was on the same floor as the convention room and while questions pertaining to the progress of the business that is one of the oldest and most up-lifting in the world, were discussed by their husbands, not a hint of them reached behind the closed doors. The meeting was called to order on Wednesday by Mrs. Edward L. Welch, Shenandoah, Iowa, who welcomed the ladies to this their third annual meeting.

A lunch at the Marshall Field tea room followed, after which they visited the Great Lakes Naval Training Station, but too late for the drill unfortunately.

Thursday, a brief trip to the Art Institute and lunch at the Cafeteria in that building occupied the forenoon. The invitation of the nurserymen to attend their patriotic meeting in the afternoon was attended by many of the members who showed their appreciation of the invitation by serving frappe to the nurserymen. A theatre party in the evening concluded the day's festivities. Friday was divided between shopping and an auto bus ride along the north shore, finishing with lunch at the beautiful Edgewater Beach Hotel. While these things were enjoyed, many expressions of regret were heard that, in this crisis, the women had no part in discussions of the business to which they had all devoted much of their thought and time, and upon which their support was dependent.

The newly elected officers are: President, Mrs. F. W. Watson, Topeka, Kas.; vice-president, Mrs. A. W. Newson, Huntsville, Ala.; secretary, Mrs. E. M. Jenkins, Winona, Ohio; treasurer, Mrs. T. B. West, Perry, Ohio; corresponding secretary, Mrs. Clyde Leasley, Chicago, Ill. The chairman of the entertainment committee was Miss Florence Hill, Dundee, Ill.

### AMERICAN DAHLIA SOCIETY.

The list of special prizes offered by the American Dahlia Society for its annual exhibition, to be held under the auspices of the American Institute of the City of New York, in the Engineering Building, 25 West 39th street, New York City, September 24,

25 and 26, is now ready and is being mailed to members. In addition to the special prizes, the American Institute also offers many attractive prizes in cash.

#### List of Special Premiums

Class A—Display of Dahlias, grasses or other foliage allowed, 100 sq. ft. or over. 1st, Silver Medal; 2nd, Bronze Medal. Offered by Michell's Seed House, Phila., Pa.

Class B—General display of Dahlias, arranged for effect, space 50 sq. ft. 1st, Society's Silver Medal; 2nd, Society's Bronze Medal.

Class C—Six vases of Collarette Dahlias, 1st, \$6; 2nd, \$4. Offered by the Bessie Boston Dahlia Gardens, San Mateo, Cal.

Class D—Bowl or vase decoration of Paeony-flowered or Decorative Dahlias, any foliage. 1st, \$6; 2nd, \$4. Offered by Peter Henderson & Co., New York.

Class E—Basket or hamper decoration of Cactus Dahlias, any foliage. 1st, \$6; 2nd, \$4. By Henry A. Dreer, Inc., Phila., Pa.

Class F—Best table centerpiece of Dahlias, any foliage, for amateurs and private gardeners only. Silver Cup offered by Stumpp & Walter Co., New York.

Class G—Best decorative vase of ball-shaped double Dahlias. Silver Cup offered by W. Atlee Burpee & Co., Phila., Pa.

Class H—Best vase of any good stemmed Decorative or Cactus Dahlia. 1st, \$6; offered by R. Vincent, Jr. & Sons Co., Whitmarsh, Md.

Class I—Best vase of modern Cactus Dahlias, 12 flowers, not less than four varieties. Silver Cup, offered by W. Atlee Burpee & Co., Philadelphia.

Class J—Most meritorious exhibit in the show by any exhibitor, professional, private gardener or amateur. Gold Medal by the Dahlia Society of California.

Class K—Collection of Dahlias, not over 25 varieties, exhibited by an amateur. 1st, \$6; 2nd, \$4. Offered by John Lewis Childs, Flowerfield, N. Y.

Class L—Best unnamed tested seedling Dahlia, to be shown in one vase on long stems, subject to the rules of the society, \$10.00, offered by the American Dahlia Society. If deemed worthy, the winner to be called Dahlia J. Harrison Dick, in honor of our late secretary. No restriction as to the number of entries in this class by one exhibitor is to be made.

Class M—Basket or hamper of Dahlia Newport Wonder. 1st, \$6; 2nd, \$4. Offered by Mrs. Mabel Voss Chapman, Westerly, R. I.

Class N—Best vase of any type of Dahlia, arranged for decorative effect. Cut glass, value \$5. Offered by P. W. Popp, Mamaroneck, N. Y.

Class O—Largest Dahlia flower in the show. \$1, offered by Geo. L. Stillman, Westerly, R. I.

Class P—Smallest Dahlia flower in the show. \$1, offered by Geo. L. Stillman, Westerly, R. I.

Where only one prize is offered in any of the above classes, the Executive Committee, may, at its discretion, award a second prize to any other exhibit which is deemed sufficiently meritorious.

The Society's Certificate of Merit is offered for any seedling Dahlia novelty which is deemed distinct and sufficiently meritorious, and may be awarded by the Adjudicating Committee.

The Silver and Bronze Medals of the Toronto Horticultural Society will be awarded for the best seedling Dahlia, any type, shown by professional gardeners or commercial growers, to be awarded at the discretion of the adjudicating committee.

Members are advised that should the number of entries prove to be



very large, it may be necessary to limit strictly the space allowed for any non-competitive display.

J. R. LEWIS, Sec.

736 Riverside Drive, New York.

#### SYRACUSE ROSE SOCIETY.

About twenty-five members of the Syracuse (N. Y.) Rose Society visited the Rose Test Garden at Cornell University on Saturday, June 29. The visitors first inspected the gardens of the Department of Floriculture, in which a large number of species and varieties of annuals and perennials were in bloom. Professor White of the Department welcomed the rosarians to the Rose Garden and expressed the hope that their visit might become an annual affair. Dr. Beal outlined briefly the purpose and development of the garden. The visitors then proceeded to study the varieties in bloom, noting more particularly the newer varieties of Hybrid Teas and of Climbers. A large number of Hybrid Perpetual varieties were past their prime, but many of the Hybrid Teas were in excellent condition.

CLARK L. THAYER.

#### OBITUARY.

##### Mrs. John Zech

Mrs. John Zech, 1837 Summerdale avenue, passed away at the family home on June 29th, after an illness of only two hours. Mrs. Zech, who was 56 years old, was a woman of rare personality and had been in the best of health till two months ago, when she suffered a slight stroke of apoplexy. Since that time she failed rapidly, although able to be about, when another and more severe stroke ended her life. She was born Jan. 8th, 1862, in La Porte, Ind., in which town John Zech, who passed away three years ago, was also born. Both spent their childhood there and when Mr. Zech settled in Chicago she followed to become his wife on Dec. 30, 1883, and with him establish the home to which she has been faithfully devoted for over 34 years. After the death of her husband Mrs. Zech continued to hold his interest in the firm of Zech & Mann, of which their son, Aloys, is the business manager. She leaves also two daughters, Mrs. J. S. Cunningham and Caroline, and a younger son, Leo, and five grandchildren. All the details of the funeral, which was held at St. Gregory's church, were duplicates of those of Mr. Zech. Interment was in St. Boniface cemetery. The trade was largely represented and the floral offerings were very many and beautiful.

#### NARCISSUS MRS. LANGTRY NATURALIZED AMONG HEMLOCKS



Bayard Thayer Estate, South Lancaster, Mass.

#### "SAY IT WITH FLOWERS."

It was only a line in a florist's advertisement referring to the Mothers' Day just past, and urging that thought and appreciation of mother be expressed through the ministry of flowers, which seem to constitute Nature's language of love. To be sure, one could not help feeling that it was not altogether altruistic and disinterested, could not help catching a glimpse of the tinsel of mercantile interest in the midst of the gold of appropriate and inspiring advice. Of course, the acceptance of that advice and the acting upon that suggestion would be good for the flower market, and for the pockets of those concerned in it. But what would you? As the Widow Bedott was fond of saying, "We're all poor miserable critters," and there's considerable clay in the composition of the best of us. Possibly it might not be safe to enter upon the discussion of mixed motives in many things that we do. So perhaps we might as well take the counsel of the man of flowers at its full face value, and in passing toss him a good-natured wish that his suggestive hint may come back to him with gold in its hands.

#### Words in Flowers

The hint is certainly suggestive, and it would be vastly for the betterment and the happification of the world were it acted upon more generally. There is such a thing as saying what we have to say in flowers, and a beautiful thing it is, too. Not merely or always, of course, in literal flowers, such as grow in our gardens, although there may be force in the suggestion even here. Sometimes a flower is worth more than a sentence or a sermon as the expression of a thought of sympathy or affection or cheer. A knot of heartsease will often bring ease of heart, and tulips will speak more eloquently than two lips can, and

a sprig of forget-me-nots will carry the message that the giver neither forgets nor will be forgotten. It is a constant source of surprise that so many who grow flowers and love them do not realize more than they seem to do the wonderful and manifold ministry of which they are capable, and do not use more this marvelously eloquent and effective speech of good will and cheer to those about them. Here is the true Esperanto, the universal language which all can understand, and to which few will fail to respond. A flower is the one gift that may always be offered, and which will rarely be misunderstood and even more rarely rejected.

#### Flowers in Words

And there are flower words, as well as words in flowers—words that are sweet and fragrant, like the west wind blowing over violet beds—words that are soothing as the balmy breath of bergamot and lavender; words that are cheery and stimulating to thoughts of high emprise as the flamboyant and challenging beauty of the tiger lily and Jacqueminot. Some people have the good grace of speech of this sort. Their hearts seem to hold a subtle perfume that touches their lips with sweetness. When they speak you think of old-fashioned gardens. Their words are purifying, antiseptic, healing. Noisome odors of swamp and sewer lose their power wherever they come. The sharpest rebuke of a bog is the clover-strewn meadow, and the strongest condemnation of pestilential vapors is the wind-wafted breath from the lily bed. Blessed is the woman whose soul is fashioned like a flower and whose lips drop perfume! Blessed is the man who has learned the gentle and gracious art of saying in flowers the message that is given him to say! May their tribe greatly increase, for they are a perpetual joy and benediction!—*Watchman-Examiner*.



## WINTER-FLOWERING SWEET PEA TRIALS AT CORNELL.

By Prof. A. C. Beal.

The American Sweet Pea Society is to be congratulated upon its excellent display. In times like these when make-believe patriots are exerting themselves to discourage all floricultural activities, your results are especially gratifying. Why such persons can see harm in growing flowers as a recreation when the theater, movies, baseball and other similar pleasures are not interfered with, is indeed somewhat mystifying. Possibly it can be explained on the ground that powerful, well-organized financial groups control these latter things, and therefore they are in a position to control public opinion in their favor. The gardening interest is not thus organized and must make its appeal to the reason and judgment of the people.

War conditions are not to be considered lightly, but there is no reason for wearing sackcloth or going about in a state of perpetual gloom. The more we feel the effects of war, the more we shall need some relaxation from the worries and cares of the day. For those who are weary in mind and body, for hearts that are heavily laden, what can be better than the pure air, the beauty, the overbrooding calmness and peace of a garden? The moment anyone discourages gardening, he immediately advertises the fact that he does not love flowers and that he knows nothing of the joys of gardening. I am not advising the maintenance of large grounds and gardens with their great expenditures of labor and money, but I have in mind the small home gardens which some self-styled patriots think should be entirely given over to vegetables. While it is probably true that many people who find their amusement and relaxation in the theater, the movies or baseball, would be better off if they took an interest in simpler, quieter, less obtrusive pleasures like gardening, no real garden lover would prescribe the amusements mentioned, but would ask reciprocal consideration. Those who oppose ornamental gardening and flower shows in these times are showing themselves to be at least tainted with some of that selfishness that the world is fighting against.

Professional gardeners and florists are asking for no special consideration or immunities, and I feel sure that when the war is ended no pro-

fession will show, in proportion to its numbers, any greater devotion to our cause. The growing of flowers in home gardens, which we all so much wish to increase in this country, is not done by those of draft age, but rather by older people who find their peaceful pleasures in growing things they love. No person is a true patriot who denies them that.

We are all in this war to back our government to the utmost of our ability, but let us realize that each day we must somehow regain strength for the tasks of tomorrow, for only in this manner can we hold to the end.

Although the people have been advised to do this and to refrain from that until in the conflicting advice of many advisers it would seem difficult to plan a course of action, it is a great satisfaction that the people have not been confused or stampeded. Calmly they have taken up the burdens of war. They have realized the need of greater food production, but in gardens everywhere some flowers bloom to cheer the toiler. The sweet pea, because of its intrinsic merits, has its deserved place in the affections of all war-gardeners. We know that with reasonable care it will richly reward those who look forward for the first time to gather its glorious blossoms from their gardens. May its reward be to gather multitudes of new friends, and may it ever increase in the affections of the old.

It was the lovable old bishop in "Les Misérables" who said: "The beautiful is as useful as the useful," and then as an after thought remarked, "and perhaps more so."

In the foregoing I tried to make plain my belief that the row of sweet peas in the garden has its mission and plays its part in winning the war. Let us not undervalue the beautiful influences of our lives, and especially at this time when it would seem that we need them so much when men are searching out the eternal verities and casting aside the superficial.

Today I come before you with only a brief report. This year we are not growing any garden varieties of sweet peas for we discovered last year that it was impossible to secure the necessary labor to care for all our trials of flowers. We are only caring for the perennial plants and must defer work with annuals until labor conditions are settled.

We grew 86 varieties of sweet peas under glass and upon these I shall base my report.

Among the new varieties Zvolanek's Limit is a true giant-flowered sweet pea. Standards reddish old

rose, becoming paler; wings creamy white, flushed very pale mauve-pink. An exhibition sort. It does not appear to be very productive, and perhaps will have to be grown as a fancy.

Zvolanek's Rose. A large waved flowered variety. Much more productive than the preceding. Color of the standards mauve-rose; wings violet-rose.

The Beauty. A very large waved flower. A warm, glowing color when seen in the bunch. It appears to be a self-color, but really has deep lilac-rose standards and pure mauve wings. There was nothing else like it in the collection.

Albury Carmine. This is a fine pea with old rose wings and solferino red wings. It holds its color well and should be a good commercial variety in this color which is that of the well known John Ingman. Concord Radiance is the same color, but not so good.

Albury Beauty. A beautiful orange-pink with large waved flowers. Similar to Miss Y. Guilbert, and both better than Morning Star.

Mrs. H. C. Mott is similar to Mrs. M. Anderson, but is better fixed and a better waved flower. The standards are dull garnet with violet-purple wings. The standards lose the red tinge, becoming more blue and attaining a lobelia blue color. These varieties produce fine flowers, but it would seem that they are too much of the Christmas Captain order to be valuable commercially.

Concord Exquisite is a beautiful salmony pink self. A very fine sweet pea.

Zudemore was a mixed lot, a fine winter-flowering May Campbell appeared to predominate in it. If this is the intended variety perhaps it would be too much to expect it to be absolutely fixed.

Mrs. Ralph M. Ward a large to very large flower of pale rosy-pink with lilac-rose wings. This is a splendid sweet pea, but perhaps too near other varieties of similar color.

Mrs. P. Dusha is a large hydrangea-pink waved variety. Not quite fixed, but when fixed will be a beautiful market variety.

Aglaia Mott is the finest cream we have yet grown under glass.

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Mrs. Charles Zvolanek, Miss F. Roland, Miss F. Pilat and Miss Y. Guilbert are all varieties to be very highly commended. Watchung Orchid with us is the best white variety, but Bridal Veil is a more refined flower.

Albury Maroon flowers show less contrast in color between the standard wings than does Nubian Orchid, and therefore it is superior to that variety if one is choosing a maroon variety. The two varieties are distinct.

Blue Flake is a well-named winter-flowering variety.

Mott's Grey Flake is a winter-flowering Senator Spencer and Donald J. Cowgill is a Jesse Cuthbertson in this type.

There appears to be in the trade the following synonymous varieties:

Mrs. Joseph Manda and Selma Swenson.

Mrs. Sim Orchid and Rose Queen. Lavender Queen and Anita Wehrman.

Zvolanek's Pale Blue and Concord Blue and Concord Lavender.

Albury Lavender and Asta Ohn (winter flowering).

Albury Maroon and Concord Chief. Mrs. F. Pilat and Miss May Hassett.

Concord Crimson, Sensation Scarlet, Ruby and Thalia Mott are very similar. The latter proved to be the most vigorous.

Concord Pink and Concord Countess are similar. Concord Improved is a better strain.

Seed of supposed winter-flowering sweet peas were received under the names Hercules, Sensation, Helen Lewis and Wedgewood, together with one lot of Spring Maid and Christmas Pink. This trouble was complained of last year and seems to be growing. The question is what are the seed growers, the flower growers, or the American Sweet Pea Society going to do about it? It seems certain that those who grow sweet peas will be compelled to seek other sources of seed supply if the varieties cannot at least be fixed as to type.

#### CATALOGUES RECEIVED.

Heatherhome Seed and Nursery Co., New York—Bulbs for Fall Planting, 1918.

Peter Henderson & Co., New York—Midsummer Catalogue, 1918. A specially selected list of seeds and roots for summer planting.

W. Atlee Burpee & Co., Philadelphia, Pa.—"Burpee's Offering," Summer and Fall, 1918. A very diversified catalogue full of useful information. Root crops are given much attention.



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## The Ginger Jar.

"Treated Like Dogs."

Among the 212 passengers reaching an Atlantic port June 27, on a French steamer which had an uneventful voyage through the U-boat zone, was Charles M. Jackman, a Chicago business man, who was interned in a German prison camp in 1916. Jackman was a passenger on the Dutch mail steamer Konigin Regentes, which was torpedoed by a submarine while passing through the North Sea.

With his companion Jackman was landed and interned in Germany for two years before being permitted to go to Holland. "They treated us like dogs, even that early in the war," he said, upon landing. "We were compelled to sleep on the floor of stables without bedding and given only one meal a day."

—Evening Telegraph, Phila.

The Chas. M. Jackman referred to is the European buyer for Vaughan's Seed Store, Chicago, and New York. We are glad to hear he finally got out with a whole skin—and we'd be willing to bet we ain't any gladder than he is. Hail! old top!! You won't forget those four years in a hurry.

Being somewhat undecided as to whether this item from a recent issue of the Rockdale (Pa.) Herald, properly belongs in the department treating of table etiquette or the wider field of natural history, we make room for it here:

Francis Kenney, lawn gardener at "The Timbers," spent Sunday on the Main Line with friends and stopped two polecats from eating eggs with a gun.

As Mr. John Willard Craig, who sent the remarkable paragraph to us, remarks:

Naturalists will be greatly interested in this, for it must be quite unusual to find these "Woodland Kitties" using a gun to eat eggs, but as this particular member of the animal kingdom has one great distinction he may have another.

—Phila. Record.

There are lots of things we have never seen and there are lots we never want to see! Among them is a "Woodland Kitty" with a gun.

GEORGE C. WATSON.

First Amateur Gardener—How are your peas doing?

Second Ditto—"Splendidly — only they're all coming up nasturtiums."

First Ditto—"That's curious. I've got some turnips like that in my plot."

—Punch.



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Henry Penn, Chairman of the Publicity Campaign sends us a fac-simile of his bank cheque as a good form for other florists as well as retailers and wholesalers to use in spreading the propaganda, SAY IT WITH FLOWERS, all over the country. The slogan, Say It With Flowers, is inscribed in red ink diagonally across the cheque.

It would help the Publicity Campaign considerably if this slogan was used on all bank cheques as well as other printed matter, thereby keeping up the dignity of the slogan as well as the house that sent the cheque. Mr. Penn believes that this will have wonderful cumulative power if all florists adopt it.

Buffalo, N. Y.—A meeting was held recently in the Hotel Iroquois to arrange for a systematic distribution of flowers to base hospitals, etc. Buffalo florists have already been supplying Fort Porter with their choicest blossoms three times a week, but this, they say, is not enough. Florists represented at the conference hope to carry the work a step farther, according to S. A. Anderson and W. J. Palmer. Among those at the meeting were Charles H. Totty, John Young, Henry Penn and George Asmus.

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Florist, Pittsburgh, Pa.; F. D. Shearer,  
Reading, Pa.

Chicago—F. W. Hechenkemp, Quincy,  
Ill.; John Klaus, manager of the Grace-  
land Greenhouses, Greenwood, Mo.; S.  
A. Gregg and R. C. Harper, Charles-  
ton, W. Va.

Washington.—Harold J. Patten,  
Tewksbury, Mass.; Charles Niemann,  
William B. Lake and E. H. Flood,  
Philadelphia, Pa.; Roy F. Wilcox,  
Council Bluffs, Iowa; Leonard Bar-  
ron, Garden City, N. Y.

Rochester, N. Y.—E. F. Kennon,  
Castorland, N. Y.; Morris Cohens of  
Arthur Schloss Co., New York; Alvah  
R. Jones of S. S. Pennock Co., Phila.,  
Pa.; E. C. Ludwig, Pittsburgh, Pa.;  
Charles Felton, Buffalo.

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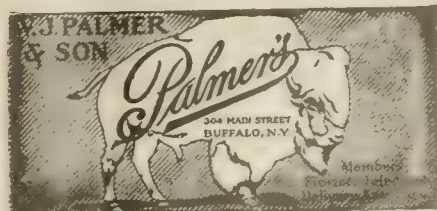
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<b>Roses</b>						
Am. Beauty, Special	20.00	to 25.00	to 30.00	to 40.00	to 50.00	
" " Fancy and Extra	15.00	to 25.00	to 30.00	to 40.00	to 50.00	
" " No. 1 and culls	2.00	to 6.00	to 10.00	to 15.00	to 20.00	
Russell, Euler, Mock	4.00	to 12.00	3.00	to 15.00	8.00	to 25.00
Hadley	4.00	to 12.00	3.00	to 5.00	4.00	to 12.00
Arenberg, Hoosier Beauty	2.00	to 8.00	2.00	to 5.00	3.00	to 10.00
Ward	2.00	to 8.00	1.00	to 4.00	3.00	to 5.00
Killarney, Radiance, Taft	2.00	to 8.00	3.00	to 6.00	3.00	to 8.00
Ophelia, Sunburst, Hillingdon	3.00	to 12.00	2.00	to 8.00	4.00	to 8.00
<b>Carnations</b>	.50	to 2.00	1.00	to 3.00	3.00	to 4.00
<b>Cattleyas</b>	50.00	to 60.00	to 50.00	to 100.00		
Lilies, Longiflorum	4.00	to 12.00	to 12.50	15.00	to 10.00	
Lilies, Speciosum	3.00	to 6.00	to 10.00	3.00	to 6.00	
Lily of the Valley	0.00	to 10.00	4.00	to 6.00	6.00	to 8.00
Snaptagon	2.00	to 6.00	3.00	to 6.00	1.00	to 3.00
Gladioli	4.00	to 8.00	8.00	to 18.00	6.00	to 10.00
Peonies	4.00	to 8.00	2.00	to 4.00	2.00	to 5.00
Calendula	1.00	to 2.00	to 2.00	to 1.00		
Sweet Peas	1.00	to 2.00	.20	to .30	.75	to 1.00
Gardenias	10.00	to 20.00	to 10.00	to 10.00		
Adiantum	1.00	to 1.25	1.00	to 1.00	1.00	to 1.50
Smilax	25.00	to 40.00	12.50	to 25.00	25.00	to 40.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 35.00	50.00	to 100.00

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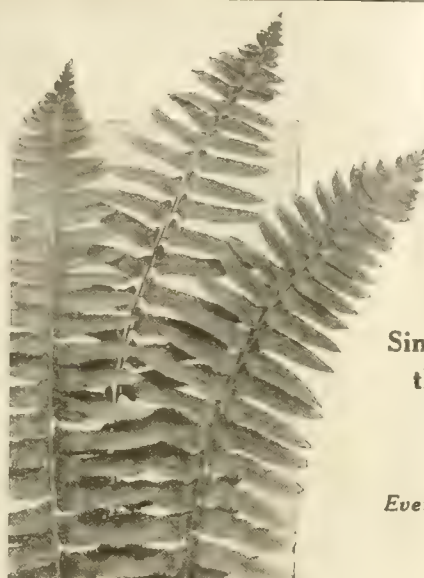
## Flower Market Reports

The market has shown **BOSTON** a marked contrast this week and mid-summer dullness prevails. Flowers are scarce and the supply on hand is more than sufficient to cover all orders. Roses, as usual, have what little call there is and they are of excellent quality and demand fair prices. Peonies have disappeared and carnations are of poor variety. Lily of the valley is scarce. Outdoor stock moves slowly and the market as a whole is in the doldrums.

The market is much **CHICAGO** firmer than it was two weeks ago. There has been a gradual lessening up of stock while the demand has held steadily for flowers for out of town trade. All the best shipping stock is required each day and local buyers are early in the market to supply their needs. This is the last week of peonies. It has not been a banner year for that flower but neither has it been an exceptionally poor one. The cool weather of the last half of June has done much to keep outdoor flowers in good condition and there is quite a variety now coming. The low temperature has also been very favorable to the roses and carnations.

After the best week's **NEW YORK** business for several years the market has slowed up with very little else to look forward to for the summer except the meagre transient business and funeral work. Roses hold up well in quality and the supply is ample. Beauties are fairly good and Ophelias of good size and color are not uncommon. Longiflorums can be had in quantity. Rubrums have been moving freely. Lily of the valley is not over plentiful, neither are good orchids. Growers of good sweet peas have done well this past week for good stock brought good prices. General business has dropped off so that prices have tumbled and stock is accumulating in the hands of dealers. Carnations cleaned up Monday but are also beginning to drag. Outdoor stock cuts little figure at present except good sweet peas.

Russell seems to **PHILADELPHIA** be the Queen Bee in the rose hive at present. There are some very fine long-stemmed stock coming in and these bring about as good prices as in mid winter, which is lucky for the grower seeing he has no coal bill at present. In carnations there are still some very good Beacon and Enchantress to be seen, many of these bringing four cents without any trouble.



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	CINCINNATI July 1		CHICAGO July 1		BUFFALO July 1		PITTSBURG June 24	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	20.00	to 30.00	25.00	to 35.00
" " Fancy and Extra.....	15.00	to 20.00	25.00	to 35.00	15.00	to 20.00	15.00	to 20.00
" " No. 1 and culls.....	8.00	to 10.00	3.00	to 20.00	5.00	to 15.00	4.00	to 8.00
Russell, Euler, Mock.....	5.00	to 12.00	5.00	to 25.00	3.00	to 10.00	4.00	to 12.00
Hadley.....	5.00	to 10.00	.....	to .....	4.00	to 10.00	.....	to .....
Arenberg, Hoosier Beauty.....	4.00	to 8.00	3.00	to 15.00	4.00	to 12.00	.....	to .....
Ward.....	3.00	to 5.00	3.00	to 12.00	3.00	to 5.00	3.00	to 8.00
Killarney, Radiance, Taft.....	3.00	to 5.00	3.00	to 12.00	3.00	to 8.00	3.00	to 10.00
Ophelia, Sunburst, Hillingdon.....	3.00	to 8.00	4.00	to 12.00	4.00	to 8.00	3.00	to 12.00
<b>Carnations</b> .....	2.00	to 3.00	1.00	to 3.00	1.50	to 3.00	1.00	to 3.00
<b>Cattleyas</b> .....	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00	.....	to 75.00
<b>Lilies, Longiflorum</b> .....	10.00	to 15.00	12.00	to 15.00	8.00	to 10.00	10.00	to 12.00
<b>Lilies, Speciosum</b> .....	.....	to .....	.....	to .....	4.00	to 6.00	.....	to .....
<b>Lily of the Valley</b> .....	.....	to 6.00	4.00	to 6.00	6.00	to 8.00	.....	to .....
<b>Snappedragon</b> .....	4.00	to 6.00	3.00	to 8.00	3.00	to 5.00	4.00	to 8.00
<b>Gladioli</b> .....	6.00	to 8.00	3.00	to 8.00	8.00	to 10.00	.....	to .....
<b>Peonies</b> .....	.....	to .....	3.00	to 8.00	2.00	to 3.00	4.00	to .....
<b>Calendula</b> .....	.....	to 2.00	2.00	to 3.00	2.00	to 3.00	.....	to .....
<b>Sweet Peas</b> .....	.35	to .50	.25	to 1.00	.50	to 1.50	.....	to .....
<b>Gardenias</b> .....	.....	to .....	.....	to .....	15.00	to 20.00	.....	to .....
<b>Adiantum</b> .....	.....	to 1.00	.....	to 1.00	1.00	to 1.25	1.25	to 1.50
<b>Smilax</b> .....	15.00	to 20.00	15.00	to 20.00	15.00	to 20.00	.....	to 20.00
<b>Asparagus Plu. &amp; Spren. (100 Bhs.)</b>	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 75.00

As a rule all flowers are on the scarce side and everything cleans up well. A vast difference from the plethora of two weeks ago.

With the ending of **PITTSBURGH** the garden roses and other outdoor varieties there is a notable stiffening in the cut flower market. Quotations of last week remain unchanged but the demand has been sufficiently brisk to clear the offerings daily. This was to some extent due to the rush of commencement exercises which fill the closing days of June. The wholesale florists see no reason for undue pessimism notwithstanding the general tendency towards restriction.

Stock has not **ROCHESTER, N. Y.** been any too plentiful during the past week and it is only the

last couple of days that enough was seen on the market. Outdoor material is not so very plentiful but is coming faster each day now. Rose shipments are light with quite a big demand. White varieties are still scarce. Carnations are small and a good demand for larkspur is noticed. All other outdoor stock such as coreopsis, gaillardia, sweet william, bachelor buttons, snapdragon, candytuft and gypsophilla sells good. Sweet peas are scarce and of poor quality. Lilies are meeting all present demands.

Summer dullness is **ST. LOUIS** everywhere. An occasional wedding, a birthday or funeral work form the outlet. Gladioli are arriving freely, and some good Russell roses are seen, otherwise

(Continued on page 19)



**H. E. FROMENT**

Wholesale Commission Florist  
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK  
Telephones: 2290, 2291, Madison Square.

**WM. P. FORD**

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut.

Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**

WHOLESALE FLORISTS

33 WEST 28th STREET NEW YORK CITY

Consignments Solicited

Phone Farragut 4236

**FRANK MILLANG**

Wholesale Commission Dealer in

**CUT FLOWERS**

55 and 57 West 26th St., New York  
Coogan Building

Tel., 299 Farragut Consignments Solicited

**RIEDEL & MEYER, Inc.**

Wholesale Commission

READY FOR BUSINESS

49 WEST 28th ST. NEW YORK.

**GEO. C. SIEBRECHT**

WHOLESALE FLORIST

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609

**THE KERVAN CO**

Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies.

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**WILLIAM H. KUEBLER**

Brooklyn's Foremost and Best

WHOLESALE COMMISSION HOUSE

A First Class Market for all CUT FLOWERS

26 Willoughby St., Brooklyn, N. Y.

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FINE ROSES, FANCY CARNATIONS

A Full Line of ALL CUT FLOWERS.  
Telephone 3576 Farragut.

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WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
LARGEST GROWERS

A full line of Choice Cut Flower Stock for all purposes.

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**ALBANY CUT FLOWER EXCHANGE**

THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.

WHOLESALE ONLY

SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US

Prices Right. Consignments Solicited. Telephone Connection

Centrally Located, The Hub of the Flower Market Section

**CHARLES MILLANG**

Wholesale Florist

55 and 57 W. 26th Street, - - NEW YORK

Telephone 2483 Farragut

**HENRY M. ROBINSON CO. OF NEW YORK**

WHOLESALE FLORISTS

55-57 West 26th Street

Telephones, 13-3510 Madison Square

MAURICE L. GLASS, Treasurer

Consignments Solicited

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending June 29 1918		First Part of Week beginning July 1 1918	
American Beauty, Special .....	15.00	to 20.00	15.00	to 25.00
" " Fancy and Extra .....	5.00	to 10.00	5.00	to 8.00
" " No. 1 and culls. ....	1.00	to 5.00	1.00	to 3.00
Russell, Euler, Mock .....	1.00	to 8.00	1.50	to 3.00
Hadley .....	1.00	to 8.00	1.00	to 8.00
Arenberg, Hoosier Beauty .....	2.00	to 6.00	.50	to 5.00
Ward .....	2.00	to 6.00	1.00	to 5.00
Killarney, Radiance, Taft .....	2.00	to 6.00	.50	to 4.00
Ophelia, Sunburst, Hillingdon, .....	2.00	to 8.00	.75	to 6.00
Key .....	2.00	to 15.00	2.00	to 10.00
Carnations .....	2.00	to 4.00	1.50	to 3.00

Frank H. Traendly

Charles Schenck

**TRAENDLY & SCHENCK**

Wholesale Florists

436 6th Avenue, Between 26th and 27th Sts., New York

Telephones: 797, 798, 799 Farragut

Consignments Solicited

**WALTER F. SHERIDAN**

Wholesale Commission Dealer in

**CHOICE CUT FLOWERS**

133 West 28th Street, New York

Telephone—3532-3533 Madison Square

**H. BAYERSDORFER & CO.**

Manufacturers and Importers

1129 Arch St., PHILADELPHIA, PA.

THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**REED & KELLER**

122 West 25th St., New York

**Florists' Supplies**

We manufacture all our

Metal Designs, Baskets, Wire Work & Novelties

and are dealers in

Decorative Glassware, Growers and

Florists' Requisites

**Beechwood Heights Nurseries**

Importers and Growers of

**ORCHIDS**

Cut Flowers of All the Leading Varieties  
in their Season.

THOMAS YOUNG, Jr., Proprietor

BOUND BROOK, N. J.

**Wired Toothpicks**

Manufactured by

**W. J. COWEE, Berlin, N. Y.**

10,000...\$2.00 50,000...\$8.75 Sample free.  
For sale by dealers.

When writing to Advertisers kindly mention Horticulture



## Flower Market Reports

(Continued from page 17)

the supply is poor. Sweet peas are about over. There has been an over-supply of Shasta daisies. Some good Harrisii lilies are seen. There is a good supply of greens.

Stock of all kinds  
WASHINGTON is very scarce and difficulty is experienced in filling all orders. Roses and carnations are very poor and undesirable. Gladioli is late. There has been some sale for orchids. Stephanotis is in demand. Cornflower sold well for Fourth of July decorations. Large quantities of gypsophila are offered as "filler." Coreopsis, cosmos and other outdoor flowers are being used as substitutes for greenhouse stock.

### NEW YORK.

Clarence Slinn and Pappas & Co. are moving to new quarters on 28th street.

John Weir is taking a vacation, something unusual for him. He will be away a month.

There are still some good peonies coming in from Brampton, Ont., being received by Gunther Bros.

We are pleased to learn that L. B. Coddington is satisfactorily recovering from his serious illness.

The new rose, Columbia, coming to the market from Charles H. Totty, is making a good impression.

Secretary John Young is still in the West in the interest of the S. A. F. J. H. Pepper is in charge of the secretary's office during his absence.

S. Hanfling's second son has gone into the service. Mr. Rosens, Jr., formerly of the same establishment, who is in the Medical Department, is home for a visit.

The Growers' Cut Flower Company closed its doors on 28th street last Saturday. E. J. Van Rieper, who has been manager, now goes to the employ of Riedel & Meyer.

David Don of Weeber & Don has been appointed a member of the executive committee of the American Seed Trade Association to fill the unexpired term of the late J. Harrison Dick.

Joseph J. Lane, formerly of the *Garden Magazine*, but now in the service at Camp Devens, Ayer, Mass., has been transferred to Headquarters' Company, 302d Field Artillery and

# J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

## ROSES! I WANT ROSES!

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St. **NEW YORK** TELEPHONES  
Farragut 167 and 3058

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending June 29 1918		First Part of Week beginning July 1 1918	
Cattleyas.....	35.00	to 75.00	25.00	to 75.00
Lilies, Longiflorum.....	5.00	to 10.00	5.00	to 6.00
Lilies, Speciosum.....	3.00	to 4.00	3.00	to 5.00
Lily of the Valley.....	2.00	to 6.00	2.00	to 6.00
Snopdragons.....	.50	to 1.00	.....	to .....
Gladioli.....	2.00	to 8.00	2.00	to 8.00
Peonies.....	1.00	to 8.00	.....	to .....
Calendula.....	3.00	to 10.00	5.00	to 10.00
Sweet Peas.....	.50	to 1.00	.50	to 1.00
Gardenias.....	4.00	to 25.00	4.00	to 25.00
Adiantum.....	.50	to .75	.25	to .50
Smilax.....	8.00	to 12.00	6.00	to 12.00
Asparagus Plumosus, & Spreu (100 bunches).....	5.00	to 15.00	6.00	to 15.00

## WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

will probably be leaving for other parts soon.

A cablegram received a few days ago from William Plumb states that he had arrived safely in Havana. Mail news from there is to the effect that the oil borings of Mr. Plumb's Company are showing now some very encouraging signs.

### WASHINGTON, D. C.

Charles Scarborough, for many years connected with the F street store of Gude Bros. Co. has resigned and is now on his father's farm in Pennsylvania. Mr. Scarborough expects soon to enter government service.

Victor W. Fortwengler has resigned his position with the Washington Floral Company to enter the U. S. Marine Corps. In company with George Gouldman, formerly with the Louise Flower Shop and the Washington Floral Company, he has gone to Paris Island, S. C.

Francis J. Robbins, formerly with Gude Bros. Co., has returned to his home in Carlisle, Pa., for a brief vacation. He expects within a few days to go to Camp Oglethorpe, Georgia, having recently enlisted in the Medical Corps. He is the son of Jesse Robbins, florist, of East Ridge street, Carlisle.

The stores are up against a serious proposition in the way of help. The greenhouses too are suffering. The draft and enlistments made heavy inroads upon them and now the coming of the "work or fight" order is further complicating the situation. This is shown in the fact that a number of growers are only just now putting gladiolus in the ground. This has greatly delayed production, but no other course was open with labor as scarce as now.

The big event of the week was the purchase by David G. Grillbortzer of the properties in Washington and Alexandria, W. Va., of the Washington Floral Company from J. Louis Loose. The Loose and Grillbortzer ranges of greenhouses are opposite each other in Alexandria, and combined represent approximately a quarter of a million feet of glass. Mr. Grillbortzer expects to market the production of these houses both at wholesale and retail through the store at Fourteenth street and New York avenue. J. Harper Hetherington, who has been manager of the store, will continue as manager of the wholesale and retail departments under Mr. Grillbortzer. The wholesaling of the Grillbortzer stock was formerly done through the Leo Niessen Company exchange.



## LOCAL AND GENERAL NEWS

### CHICAGO.

Mrs. Chas. McKellar has not been well for some time, being a sufferer from neuritis.

Mrs. Frank Ayers is now home from Hanneman Hospital, where she has been critically ill for a number of weeks.

A. L. Koehler, of the firm of the American Bulb Co., reports trade as very good for the season. B. J. Weis is one of their newer salesmen.

Chas. McCauley, member of the board of the Chicago Flower Growers' Association, had a narrow escape last week. While it might have been worse he thinks it is bad enough to have two toes crushed. In opening up a car of tile one of them narrowly missed striking his head and fell upon his foot.

Miss Florence Hill, one of the youngest members of the Ladies' Auxiliary Nursery Association, is a member of the well known firm of the D. Hill Nursery Co. at Dundee, Ill. Miss Hill is equally adept, whether in service at the office desk, handling stock or acting as chauffeur carrying visitors to and from the famous evergreen nurseries.

The trade was very sorry to learn of the sudden death of Mrs. John Zech on Saturday, June 29th. She was very highly respected by all who knew her and her death will be a great loss to her family and friends. Her husband was the late John Zech, one of the pioneer florists of Chicago and head of the firm of Zech & Mann. Further notice is to be found in the obituary columns.

Mr. and Mrs. F. W. Watson and two children motored from Topeka, Kas., to their summer home in Topmabee, Mich., and took in two days of the nurserymen's convention. The Watsons are the third generation of apple and pear seedling specialists and have three plants in Kansas, at St. Mary's, Silver Lake and Perry, respectively. The great grandfather Watson had the distinction of being head gardener to King James of England.

Probably the honor of being the oldest woman connected with the nursery business belongs to Mrs. Z. K. Jewett of Sparta, Wis. Mr. Jewett was a charter member of the Nurserymen's Association, 43 years ago, and continued active in it for 30 years, or till his death. Since then the business has

been carried on by their son, but Mrs. Jewett still retains her interest in it and finds it difficult to understand how the ladies can attend the conventions and have no part in the meetings. At the one session to which the ladies were invited it is worthy of mention that this veteran of the trade was the first member of the auxiliary to take her place in the convention rooms.

W. A. Drummond, landscape architect of St. Louis, Mo., and formerly of Boston, has a most able assistant in



JAMES B. SHEA

Newly Appointed Chairman Boston Park Commission

Mrs. Drummond, who though her artistic talents lay in musical lines, making her a singer of note in her younger days, has been able to adapt them to the requirements of her husband's line of work. Mrs. Drummond assists him in the actual laying out of the beds and takes charge of the directing of the men while he is away. It is these practical women in the trade who give the encouragement so much needed just now. Mr. Drummond has had the government work at Pana, Ill., and both were at the nurserymen's convention.

### ST. LOUIS.

Henry Durenberg, head designer at Grimm & Gorly's, was married June 27th.

The annual picnic of the St. Louis Florists' Club will be held July 16th at Ramona Park.

J. J. Beneke and W. C. Smith contributed several thousand Shasta daisies to the ladies in charge of Thrift Stamp booths on June 28.

### BOSTON

James B. Shea, who has been acting as chairman of the park commission, has been named for the position by Mayor Peters. The job carries a yearly salary of \$5,000. The appointment was sent to the civil service commission for confirmation.

Upon a recent inspection of forest plantation in Massachusetts by State Forester Rane, he reports that the effect of winter killing of the tips and branches of evergreens due to ice storms and the severe conditions of the past winter is generally very much in evidence. Upon first examination, the report is, one would think the trouble due to the work of the pine weevil which has been prevalent during the past two seasons, but closer diagnosis indicates that a great amount of damage is caused by winter killing.

### PITTSBURGH.

William Reismann formerly with the Empire Flower Shop has left to engage in other business.

Mr. Leach of the H. J. Heinz estate has his usual fine showing of early plants for the chrysanthemum show of the estate, which opens each year in November.

Experts in agriculture from all over the country were in attendance at Convention of the National Educational Society, here June 29—July 5. The agricultural meetings were presided over by Prof. G. A. Works, Ithica, N. Y.

In the arrest and internment this week of Robert Ludleicke, head gardener at Penna. College for women, Federal authorities here are of the opinion that they have made one of the most important captures of enemy agents in this district.

A meeting of the Horticultural Society of Western Penn., was held last week. The coal situation was discussed and an attitude of cheerful compliance with the government's ruling was expressed. Preliminary arrangements were made for the annual picnic of the society to be an event of the early part of August. Aloysius A. Leach of the Heinz estate is secretary of the society.

Edward J. McCallum, who has just returned from a tour among the growers of Western Penna. reports conditions favorable to the outgrowth of business for the coming autumn and winter. George C. McCallum of the



same firm has answered the call to the colors and is in training at Carnegie Tech., while his place has been filled by Earl Tipton, formerly with Penn the Florist, Boston. Clarence C. Phillips has been appointed outside representative for the firm.

Private estates are suffering from depletion in their working forces equally with the commercial employers. David Fraser who has managed the gardens of the H. C. Frick estate for the past twenty years has but one or two assistants compared with a former corps of half a dozen workers. Outdoor roses were a failure this year in Pittsburgh according to Mr. Fraser. May 28 is a record in peas, this being 10 days to 2 weeks earlier than many former seasons; beans and tomatoes June 24 and garden corn was in tassel June 20.

#### PHILADELPHIA.

The Joseph Heacock Co. have moved their city depot from 1526 Ranstead street to 9 South Mole street.

J. E. Morichard, representing the S. S. Pennock Co., started on his southern trip July 5th. He is familiarly known as "the smiling salesman."

Mr. and Mrs. John Westcott and family went to their farm at Waretown, N. J., on the 29th inst to be in privacy and seclusion over the Fourth. No outsiders were admitted under penalty of the law.

James P. Killgallon, inside salesman in the ribbon department of the Pennock Co., has been called to the colors, and starts for training camp July 8th. He is 23 years of age and one of the most popular boys in the trade.

Lieutenant Douglas P. Laird, late of Dreer's seed store, now in the R. A. F., B. E. F., writes from France under date of May 14th, saying "all well." He states that so far his principal work has been in high flying for observation purposes.

Charles M. Jackman lately returned from internment in Germany spent the week end with his old friend George W. Kerr at Doylestown, Pa. He gave an interesting account of his experiences to the boys of the National Farm School on Sunday evening.

We had the pleasure of being in company today at dinner with a party including Charles M. Jackman. He has some remarkable reminiscences of his two years internment in Germany, and held his hearers spell-bound for two hours. There is a big difference between the usual hearsay articles one reads, and the real thing.

## CYPRESS GREENHOUSE STOCK

PECKY CYPRESS STOCK

HOT BED SASH

Ask for Circular D and Prices

THE A. T. STEARNS LUMBER COMPANY

NEPONSET, BOSTON

### DREER'S "Riverton Special" Plant Tube



No.	Diam.	Ea.	Doz.	100
10	20 in.	\$2.75	\$30.00	\$230.00
20	18 in.	2.25	24.00	190.00
30	18 in.	1.75	19.00	152.00
40	14 in.	1.50	17.00	135.00
50	12 in.	1.00	11.00	88.00
60	10 in.	.70	7.75	62.00
70	8 in.	.55	6.60	50.00

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.

HENRY A. DREER, Seeds, Plants, Bulbs, and Supplies, 714-716 Chestnut St., Philadelphia, Pa.

Mr. Jackman has put his "true story" in manuscript form and it will appear soon in one of the popular magazines. Look out for it.

#### ROCHESTER, N. Y.

Charles Sharp of Rochester Floral Co. has started his vacation of two weeks.

Douglas M. White, who has been employed at H. E. Wilson's greenhouse for some time is leaving to take a position elsewhere.

The trade extends their sympathy to Miss Tessie Whitman in the death of her brother, Corporal Lewis Whitman of 194 Conkey avenue, who enlisted in the Marine Corps when the war first started. He was killed in the battle of Marne on June 11th.

James Vick's Sons will remove their entire stock of seeds etc. to their new quarters in the Whitmore building No. 97 St. Paul street. They will occupy the three top floors. This will give them a lot of additional space and much better shipping facilities.

#### KNOXVILLE, TENN.

A. J. McNutt has been cutting some very fine Ophelia roses. Mrs. Rosa Hall Ryno reports very good business, short of help.

C. W. Crouch Co. has given up their Gay street store and have moved to 317 W. Clinch street store, formerly occupied by Baum's "Home of Flowers."

A. H. Dailey is now harvesting some excellent potatoes and beans. He is anticipating closing up his greenhouses during the extreme cold

Cambridge

New York



WORLD'S OLDEST and LARGEST  
Manufacturers of ALL STYLES and  
SIZES of

FLOWER POTS

A. H. HEWS & CO., INC.

Cambridge, Mass.

weather and will bring on an early crop of sweet peas and bedding plants.

Baum's "Home of Flowers" will begin to cut and make their usual Eastern shipment of gladiolus within a few days. Their very efficient book-keeper, Mr. R. E. Mapes, has been called to the colors, and left for Camp Gordon June 25th.

Business for the month of June has been extremely dull, stock of all kind being very scarce and prices ranging as follows: roses from \$1.50 to \$3.00 per dozen, carnations \$1.50 per dozen, sweet peas \$1.50 per hundred, snapdragons \$1.00 and \$2.00 per dozen, gladiolus \$2.00 and \$3.00 per dozen, and dahlias 75c. to \$1.50 per dozen.

Mr. and Mrs. Joseph Manda, West Orange, N. J., have received word from their son, William J. Manda, who is in the marines, that he was wounded in action and is now in a hospital in France. He enlisted in the marines two years ago and has been in France eight months.



## During Recess

### A Successful Outing.

The employees of R. & J. Farquhar & Co. enjoyed their annual outing on Saturday, June 29, the store and nursery being closed all day. The party, numbering well over one hundred, assembled at 9.00 a. m. at City Point, where a special boat was waiting to take them to Thompson's Island. Arriving at the Island, the sports were started by a well contested base-ball game between the teams representing the store and the nursery. The game was won by the nursery and was featured by the fielding of Smith and the pitching of Dixon.

After the game, dinner was served in the main dining room and was enjoyed by all; featured by selections by the Boys' Band, connected with the Island, also patriotic favors, representing the allied countries. After the dinner the sports were continued and resulted with the following winners:

100-yard dash for men E. Fletcher, 1st; R. Montgomery, 2nd.  
50-yard dash for girls Miss Carter, 1st; Miss Masters, 2nd.  
3-legged race—E. Fletcher and W. Beaty, 1st; P. Halloran and F. Masters, 2nd.  
Throwing the baseball for distance Won by Miss Savage, 1st; Mrs. Glynn, 2nd.  
50-yard dash for men over 40 years—W. Davy, 1st; H. Jenner, 2nd.  
Pipe race—Won by C. Hofer.  
Shoe race for men—Won by E. Fletcher.  
Egg race for girls—Won by Miss Mullen.  
Shoe race for girls—Miss Keogh, 1st; Miss Fordham, 2nd.

Dancing was enjoyed all afternoon. At the close of the day, all assembled in the dance hall, where the prizes to the winners were awarded by the Honorary President, Mr. John Farquhar. A vote of thanks was tendered to Mr. Charles Bradley, Superintendent of the Island, whose kind invitation was extended to us to hold our annual outing there this year.

At 6.00 o'clock we boarded the boat for home, it being the opinion of all that this was the most successful outing we ever held.

The committee of arrangements comprised:

John W. Davy, Chairman; James Armstrong, Walter Bartlett, Miss Harriet Mullen, Miss Christine Wannberg, George Cruickshank, Miss Vera Savage, Arthur Holland, Harold Leary, Clarence Stone.

Officials: James Armstrong, starter; William Gordon, announcer; Forest Rollins, umpire base ball game.

Judges—Alexander P. Dewar, Victor Nilsson, Patrick Fordham, George Cruickshank, Harry Jenner, Robert Walsh.

### PATENT GRANTED.

1,265,776, cultivator, William P. Harper, Abilene, Kan.

## CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

### ASTERS

**ASTERS—HENDERSON'S INVINCIBLE.** One of the finest for cut flowers. White, Shell Pink, Rose, Lavender and Purple. Strong plants. \$5.00 per 1000, cash. **BRILL CELERY GARDENS, Kalamazoo, Mich.**

### BEGONIAS

BEGONIAS	Pots	100	1,000
Lorraine .....	2 1/4 in.	\$14.00	\$120.00
Cincinnati .....	2 1/4 in.	15.00	
Mrs. J. A. Peterson .....	2 1/4 in.	20.00	180.00
Melior .....	2 1/4 in.	20.00	

**JULIUS ROEHRS CO., Rutherford, N. J.**

### BULBS

**C. KEUR & SONS, HILLEGOM, Holland.** Bulbs of all descriptions. Write for prices. **NEW YORK BRANCH, 8-10 Bridge St.**

### CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. **I. L. PILLSBURY, Galesburg, Ill.**

### CHRYSANTHEMUMS

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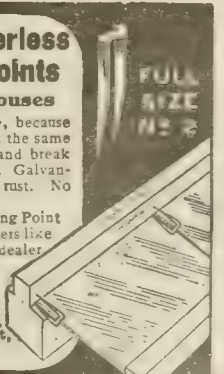
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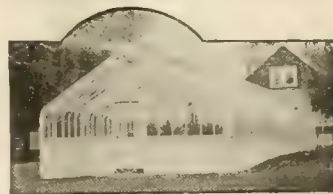
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# LETTERS FROM AN OLD TO A YOUNG GARDENER

## A Method of Increasing New Peonies Quickly

In one of my letters to you, printed in *HORTICULTURE*, it was written that when disease had destroyed the crown of a rare variety of paeony, new plants could be raised by cutting out the diseased ends of the remaining roots, and planting the budless fragments near the surface, keeping them moist. Photographs were enclosed showing new plants produced in this way. After the roots had been dug to photograph them, they were impaled on nails to hold them in position, and later re-planted. Notwithstanding this harsh treatment they made a good growth the next year. With this letter I send you a photograph of the larger of these roots, the one that had three buds, to show you what developed from them the following June. Though this method is old, it is not generally known, therefore I call your attention to it, because it will enable you to quickly increase any new seedlings you may raise that are promising. Reproducing a choice seedling from roots with buds is at best a very slow method. Even an old variety like *Therese* is hard to obtain from my correspondent, Monsieur Dessert, the originator, and he wrote me this was true of other large budded varieties.

*William Rollins*

*Tamworth, N. H.*



PEONY TOURANGELLE FROM A BUDLESS ROOT

## Sweet Pea Floradale Fairy

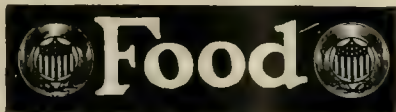
Sweet pea specialists have made many attempts in their hybridizing to evolve a yellow sweet pea, but so far all attempts have to date been abortive. Some of these enthusiasts have even tried to get this color by using in their hybridizing relatives of *Lathyrus odoratus* which had the desired canary yellow color. In *Floradale Fairy*, however, we believe the nearest approach to yellow has been made. When this magnificent variety is bunched and in certain lights the color tone is decidedly light yellow.

In addition to its magnificent color the flowers are of immense size and no variety we know of is more beautifully crimped or frilled, and what in our opinion adds

to the great beauty of the flower is the fact that so many of the blooms are duplex or have double and sometimes triple standards. It is one of the "good doers" as the plant is particularly vigorous and free flowering, while the flowers are borne on very long stems. The bunches of this variety exhibited at the American Sweet Pea Society's Exhibition in Philadelphia were greatly admired.

*Geo. W. Kerr*

*Doylestown, Pa.*





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About wheat rust We were somewhat surprised to read in *The American Botanist* that wheat rust does not have to grow on the barberry as part of its life cycle, but that if no barberry plants are about it sets up its infection directly upon the wheat plant and, therefore, the barberry comes in

as only a possible harbinger of the rust. We have been led to believe from the literature sent out from governmental sources and from state experiment station experts that the barberry is an essential factor in the distribution of the wheat rust and that the destruction of the barberry would eradicate the wheat rust, and we believe this to be the popular understanding of the subject. If our contemporary is right the people should know it and not be deceived into the belief that by the uprooting of this beautiful and useful fruiting shrub they are really saving the wheat crop.

## Nurserymen aroused

Our reading columns this week contain an account of the very successful launching of the Market Development Organization during the progress of the recent Convention of Nurserymen at Chicago. The nurserymen are now following the course of action that other large commercial interests have found it necessary to adopt and although they appear to have been rather tardy in waking up to the situation, the plan as now started shows that the welfare of the nursery business will be promoted energetically and by men thoroughly progressive and competent both intellectually and financially. Never in the experience of the nursery trade in this country has there been a time when cooperation and a persistent pull-together in a common direction was more emphatically needed. The names which appear among the list of actual projectors should be ample assurance that this reform has now been happily realized and that the work in hand will be pushed forward steadily to a successful outcome. *HORTICULTURE* is pleased to see this willing endorsement of the program previously outlined. Now let all take hold.

## Foreign Demand for Horticultural Supplies From the United States

The war has done much to change the sources of horticultural supplies. Not only have growers and dealers of the United States had to seek supplies, formerly obtained from countries now closed to us by the war, elsewhere; but many countries similarly cut off like Russia, Sweden, and the Republics of South America, are trying to supply their needs here. A letter just received from South Africa is of particular interest. The writer says, "We want to get in closer touch with what is doing in the horticultural world in America. Our conditions are very much more like your conditions than those of the British Isles; therefore, your varieties, etc., are of greater interest to us." This writer fully appreciates the great climatic advantage we possess in being able to produce in one section of this country or another, seeds suited to almost any part of the world. After the war the great fleet of vessels now being built for the government, as transports, will become available for commercial service and will develop regular communication with ports and markets hitherto not reached by us. Shall we be prepared to take advantage of these new conditions?



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## THE ST. LOUIS CONVENTION AUG. 20, 21 and 22

The prospects for a successful Convention are cheering indeed. In these days of concentrated energy along lines pertaining to the despatch of armies and their provisions and equipment, we are apt to overlook or belittle the importance of matters concerning civil industries. It is pleasing to note that many of those connected directly or indirectly with the florist trade have no misgivings regarding the stability of business in their respective lines, and are prepared to take advantage of the Trade Exhibition in St. Louis to increase or renew their relations with the trade visitors at the Convention.

Among the earliest to seek reservations at our annual exhibition were the following:

Henry A. Dreer, Inc., Philadelphia, Pa.  
Burlington Willow Ware Shops, Burlington, Ia.  
Joseph Heacock Co., Wyncote, Pa.  
Chicago Carton Co., Chicago, Ill.  
S. S. Pennock Co., Philadelphia, Pa.  
A. L. Randall Co., Chicago, Ill.

As far as the Trade Exhibition is concerned, the plan prepared for the postponed National Flower Show in St. Louis last spring, which provided for trade exhibits on customary lines, is still in force, that is, the lower floor of Moolah Temple, where the Convention is to be held, will house the Trade Exhibition, and the layout is unchanged. Copies of this plan were widely circulated, and any who contemplate making exhibits may consider these plans as being in full force. In cases where the plans have been mislaid, prompt application to the Secretary for duplicates should be made. The rate of space is 40c. per square foot, and the locations available are all good. Applications for space should be sent to the Secretary's office as early as possible, for the Convention is little more than five weeks distant, and arrangements for it are becoming very active.

A record attendance is expected at the Convention, due to the fact that the proceedings will be of more than ordinary interest to florists. A feature of the program will be an address by a representative of the United States Fuel Administration who will speak with authority and, undoubtedly, settle many questions which are at

present rather disturbing in the mind of many florists.

## THE PUBLICITY CAMPAIGN

The secretary last week visited Chicago, Milwaukee, Minneapolis, and nearby points, where he found the florists greatly interested in the Publicity Campaign. He feels deeply obligated to the many members of the trade who in various ways helped to make his work effective.

The Publicity Fund is growing, but, sad to say, slowly. There is a considerable number of florists who have not given the publicity movement their thought and aid. All doubt as to the great value of the campaign to the entire trade is removed. The movement is an admitted success, but what has been attained can only be made of a permanent character by the continuation of good work.

At the start the Committees did not think it would be difficult to raise the required \$50,000 for a year's work. We are still, while halfway through the year, far short of the goal—and this with, approximately, 20,000 or more florists who are getting the benefit of the work accomplished. Just think of it. Don't get the idea into your head, Mr. Nonsubscriber, that there are plenty of well-disposed florists to complete this fund without your assistance. Did everyone look at the movement this way there would be no fund, no publicity, and ultimately no business. And do not think for one moment that our publicity begins and ends with the advertisements in the magazines. Were we required to pay cash for all the publicity we are getting, at its worth, a million dollar fund would not be too large. So why hold back that contribution? The work done is for your benefit, in your interest, and to your advantage, no matter where you are located, whether you are in a large or small way of business, a grower or a retailer. Help the fund, and charge the contribution to your overhead expense, where it belongs on your books—but in reality it is an investment, and one that pays handsomely. Reach for your check book now, this minute, get the matter off your mind, and become conscious of the fact that you have done your

duty, both to yourself and the trade.

There is still on hand a good supply of stickers for use on envelopes, boxes, packages and the like, miniature reproductions of our slogan sign, "Say it with Flowers". There are three sizes, 2 in., 4 in., and 6 in. long, all in the original colors. There are also a number of sets of lantern slides for use in moving picture houses. There are four slides to the set, each handsomely colored, designed to cover completely any screen on which they are projected; these slides are supplied at \$2.00 per set, and make cheap but very effective advertising.

JOHN YOUNG, Secy.

1170 Broadway, New York,

July 6, 1918.

## "PUT IT THROUGH."

### Keynote of War Labor Conference.

At a meeting just held at Washington it was one of the vital points for the success of the war. We hear a great deal of talk lately throughout the country on the scarcity of labor for greenhouses. Well, it strikes me that one of the first necessities of the American citizen who has his country's interests at heart is to do his part so as to release men for the government's needs.

Just for a moment consider that Uncle Sam needed you and beckoned you to come. Would you hesitate? No. You would go gladly to do your all. Why not look at the labor and coal problem in the same manner?

Now then, here's where we get off. The government expects you to produce and sell all you can to help pay the war taxes, by cutting down expenses or by speeding up productions with less men, and one of the most important jobs that every citizen has on his hands is to create a more profitable business so that he may be privileged to pay his share and feel that he lives in a country that gives him the right to do this, rather than live under a government with a mill-stone around him.

Now, what has all this to do with Publicity? Well, before I answer I want to mention that I received a fine note from our good friend, Albert Pochelon, F. T. D. secretary, who has done so much for the Telegraph Delivery that one wonders how he does it,



so from his experiences, quoting his own words:

"Dear Friend Penn—There are so few people who ever believe that some men are willing to do something for our profession to help build it up unselfishly, that I wonder how you ever find the time to superintend the job of National Advertising, etc. etc".

Well, my answer is, that it becomes a man's duty to his fellow-man to do his all, not his bit, (I've cut that out of my category) for every part of his country's needs, and if my job as chairman of the National Publicity Committee is going to help speed up our business by causing to be done more advertising nationally and locally than the florists were going to do, then we will be doing our share in the world's work by devoting more energy to our business than ever before to create a place for ourselves, so that when the world's war is over those who have participated will make a name and place for themselves for all time.

This is the pleasant duty that has been my task for the past few months, that of receiving so many compliments as well as criticisms, that the job is going to be worth what I hope some day to merit—the good will of the craft, which is all one should expect.

HENRY PENN.

Chairman, National Publicity Committee.

Mr. John Young, secretary of the S. A. F. & O. H., who is touring the country in behalf of the \$50,000 publicity fund which amount the Society has set as its goal to collect among the florists of the country, reached the Twin Cities, July 4.

Mr. Theodore Wirth made a tour of the parks with Mr. Young on the Fourth. Messrs. Hugh Will and Cal Rice took him in hand Friday, and visited all the Minneapolis florists with him.

A hasty telephone call brought out twenty-five members of the State Society from St. Paul and Minneapolis for a luncheon and reception in his honor at the Elks' Club, Friday evening, which took on the aspect of a reunion of old friends, harking back to the time of the convention held there five years ago.

In an eloquent manner Mr. Young explained the advantages of publicity and the successful efforts of the Society in behalf of the florists of the country, especially during the critical period of last winter. Nobody could resist his powerful arguments and the results were a very satisfactory contribution to the fund and many new memberships. Mr. Young's stories brought forth many hearty laughs;

stories so well and realistically told that one wonders if they are not personal experiences.

Saturday was St. Paul day. Mr. Young was accompanied by Messrs. Hans Rosacker, Max Kaiser, Olaf J. Olson, and Theodore Wirth, and his visit there was very successful.

Mr. Young left Saturday night for Fargo, Butte, and the Pacific Coast.

#### INCONSISTENCY IN A GREAT INDUSTRY.

Most nurserymen are, above all, practical, hard-headed business men. The fact that it takes many months, yea, years of hard physical labor to produce the goods they sell, makes them so. Still, their actions often prove so inconsistent that the rank outsider cannot help but notice it.

Visit the well-conducted nursery these days, and, at every hand, you'll see horses and cultivators and men to guide both, combating the weeds between the orderly rows of trees, shrubs, plants, etc. Most of these plants, etc., won't be for sale for at least another year, some of them not for several years. Yet, the nurseryman is reluctant to let weeds thrive between the rows, lest they should retard the normal development of the cultivated plants.

The foresight thus exercised is commendable. The wonder of it is that the industrious nurseryman does not cultivate his sales fields as he does his growing fields. He does not expect to dispose of most of his stocks until a year from now, yet he cultivates his fields twice a month. When the time comes for selling the stock he often expects a single short announcement to attract attention, arouse interest, create desire, and close the sale. Often a two-inch space is expected to do it all.

How inconsistent it is to grow plants over a period of years and not tell the public that you are doing it for them. We know of several nurserymen who grew fruit trees to bearing size age, requiring from five to eight years, and who never breathed a word about it until they had to sell the trees in order to clear the land on which they were growing. It was a case of selling them or relegating the trees to the brush heap. Most of them went up in smoke.

It is time that the nursery industry as a whole take this matter of selling seriously. Sales are not made in a day, nor in a month. It often requires years to cultivate the good-will of an audience, especially if it is composed of conservative people. Folks are quick to grasp opportunities, but slow to make changes. We know of some readers who still buy everything they need for the garden from X in Philadelphia, because their parents did it. But the fact that X advertises the year around counts much in keeping up the reader's faith in the consistent business efforts of this particular house.

Here's the moral:—Tell the people regularly what you have for sale. During off-seasons for selling, tell them what you are getting ready for them. Above all, let every advertisement breathe optimism, for a pessimist never makes a good salesman.

—Horticultural Advertising.

#### HOW FLOWERS ARE APPRECIATED.

Maurice L. Glass, of H. M. Robinson Co., New York, has received the following interesting letter:

My Dear Mr. Glass: I want to express to you and the other kind contributors my personal appreciation of your generous gift of flowers yesterday, and at the same time, tell you what joy they gave to the boys.

One-half of the flowers, one of my committee took to the Flower and Park Hospitals, and of the other half I left some at the Willard Parker, where boys with contagious diseases are, and then went on to Bellevue to see some French boys whom we have been cheering, only to find that one of the nicest ones had just died. We took some of the lovely dark red roses and covered his winding sheet, a tribute to a noble French boy from America. The boy had been torpedoed in April and in the water for twenty-eight hours, and had never recovered from the cold.

After distributing a few more roses to the boys, we went to the Naval Hospital, and on our way crossing a bridge, we saw a troop train halted to be refreshed by our Canteen. We stopped to throw the boys some cigarettes we had with us, and one boy seeing the roses in my arm, begged for just one, which I gave him. This caused such a scramble among the others that I could not resist throwing them all one by one, till finally 200 boys wore a boutonniere. The pleasure the flowers gave these weary, travel-strained boys was immense, one boy taking and kissing his rose fervently. When we asked the boys where they came from, they told us California, and then we easily understood why the flowers meant so much to them. I realize that the flowers had not been given us for healthy, strapping boys such as these California boys were, but I know your committee of generous men would not feel I had mis-used my privilege in making these boys happy—perhaps the last chance we would have of showing them an attention.

I might add, that when we got to the Navy Yard, I told the boys in one ward what we had done with their flowers, and tears came to one sick boy's eyes when he said, "Thank you for having given them to those boys—I come from California, and I am glad they got them. They may never have more." (Signed) L. W. CURTIN.

(Mrs. J. Clark Curtin, Chairman)  
Home and Overseas Relief Division.

Gruss an Teplitz—call it "General Foch," the new name sounds German too, but it isn't. As for the rose "Kaiserin Augusta Victoria," that should hereafter be called "Joan of Arc," and "Queen Mary" will do very well for "Farbenkonigen," "Verdun" for "Ulrich Brunner," and "Edith Cavell" for "Frau Karl Druschki." We must get rid of the German names of popular roses. There is no sense or justice in burdening the lovely flowers with a nominal reproach. Even by their barbarous Teutonic names they smell as sweet, no doubt, but they should never have had any such names in the first place. The popular names of the roses—the real and original rose—are always pretty or descriptive—York and Lancaster, sweet brier or eglantine, prairie rose, apple rose, Ramona, damask and so on. We should have followed that suggestion, and given to all our roses similar names; "the Rambler" is such a name, and Cherokee such another. Gardeners and botanists have never had the sense in naming things that the common people have.—*Boston Transcript*.



## CLUBS AND SOCIETIES

### AMERICAN ASSOCIATION OF NURSERYMEN.

Perhaps the most significant and far-reaching movement connected with the convention at Chicago was the Market Development plan, which was very earnestly advocated and auspiciously boosted. For the prosecution of a systematic campaign, sixteen directors were elected by the first subscribers to the fund by a mail ballot recently, and these names were confirmed by the subscribers at a special meeting held during the convention, who met and formed a permanent organization by electing an executive committee, composed of John Watson, Princeton, N. J., Robert Pyle, West Grove, Pa., C. C. Burr, Manchester, N. H., E. C. Welch, Shenandoah, Iowa, and O. Joe Howard, Pomona, N. C. Mr. Watson was chosen temporary president and Mr. Pyle temporary secretary of the organization. The other directors who had been chosen are: J. Edward Moon, Morrisville, Pa.; Paul Stark, Louisiana, Missouri; F. L. Atkins, Rutherford, N. J.; W. C. Harrison, Painesville, Ohio; T. B. Meehan, Dresher, Pa.; H. B. Chase, Chase, Ala.; J. B. Pilkington, Portland, Ore.; W. F. Ilgenfritz, Monroe, Mich.; M. R. Cashman, Owatonna, Minn.; George C. Roeding, Fresno, Calif., and C. C. Mayhew, Sherman, Texas. A committee consisting of J. Edward Moon, F. L. Atkins and C. C. Burr were appointed to provide for the incorporation of the Market Development Organization.

The complete list of subscribers to date is as follows. These are, with one or two exceptions annual for five years, although some of the names for smaller amounts appear in the list of subscribers that have been published:

J. VanLindley Nursery Co., Pomona, N. C., \$350.00; Earl Ferris, Hampton, Ind., \$100.00; O. A. D. Baldwin, Bridgman, Mich., \$100.00; Swain Nelson & Sons, Chicago, Ill., \$150.00; Irving Rouse & Son, Rochester, N. Y., \$100.00; Oaklawn Nurseries, Huntsville, Ala., \$20.00; Esro Eikop, Huntsville, Ala., \$20.00; Kelsey Nurseries, St. Joseph, Mich., \$50.00; Thomas A. McBeth, Springfield, Ohio, \$5.00; C. W. Prescott, Marengo, Ill., \$10.00; J. W. Root, Manheim, Pa., \$25.00; J. G. Harrison & Sons, Berlin, Md., \$500.00; Huntsville Wholesale Nurseries, Huntsville, Ala., \$250.00; W. T. Hood & Co., Richmond, Va., \$100.00; Mutual Nurseries, Monroe, Mich., \$100.00; Maloney Bros. & Wells Co., Dansville, N. Y., \$100.00; Charles M. Peters, Salisbury, Md., \$100.00; Bobbink & Atkins, Rutherford, N. J., \$500.00; A. B. Morse Co., St. Joseph, Mich., \$25.00; Benjamin Chase Co., Derry Village, N. H., \$200.00; Templin, Crickett & Bradley, Cleveland, O., \$100.00; Keith Bros., Swayer, Mich., \$100.00; McFarland Publicity Service, Harrisburg, Pa., \$20.00; Washburn & Son, Bloomington, Ill., \$25.00; Cotta Nursery Co., Rockford, Ill., \$20.00; H. S. Taylor & Co., Rochester, N. Y., \$100.00; W. H. Moon Co., Morrisville, Pa., \$500.00; Baum-

hoefer Nursery, Cedar Rapids, Ia., \$10.00; H. Haas, Terre Haute, Ind., \$100.00; H. H. Charles Adv. Service, New York, \$100.00; Adolph Muller, Norristown, Pa., \$100.00; St. Cloud Nursery Co., St. Cloud, Minn., \$100.00; I. Hicks & Son, Westbury, N. Y., \$500.00; Stark Bros. Co., Louisiana, Mo., \$500.00; Princeton Nurseries, Princeton, N. J., \$500.00; Hoopes, Bro. & Thomas, West Chester, Pa., \$500.00; Curtis Nye Smith, Boston, Mass., \$50.00; Jackson & Perkins Co., Newark, N. Y., \$500.00; F. & F. Nurseries, Springfield, N. J., \$500.00; W. H. Wyman, N. Abington, Mass., \$500.00; Greening Nursery Co., Monroe, Mich., \$250.00; Willadean Nurseries, Sparta, Ky., \$100.00; Simpson Nursery Co., Monticello, Fla., \$100.00; M. L. Carr's Sons, Yellow Springs, Ohio, \$50.00; Southern Nursery Co., Winchester, Tenn., \$100.00; Henry Bock, Naperville, Ill., \$25.00; Naperville Nurseries, Naperville, Ill., \$125.00; Cumberland Nurseries, Winchester, Tenn., \$50.00; Harlan P. Kelsey, Salem, Mass., \$250.00; Critchfield Adv. Service, Chicago, Ill., \$100.00; Harrison Nursery Co., York, Nebr., \$100.00; Marshall Bros., Arlington, Nebr., \$100.00; H. J. Weber & Sons Nursery Co., Nursery, Missouri, \$100.00; Peter Youngers, Geneva, Nebr., \$20.00; Sonderegger Nurseries, Beatrice, Nebr., \$100.00; J. W. Hill, Des Moines, Iowa, \$50.00; Des Moines Nursery Co., Des Moines, Iowa, \$50.00; W. B. Cole, Painesville, Ohio, \$100.00; W. C. Reed, Vincennes, Ind., \$100.00; Peter Bohlender & Sons, Tippecanoe City, Ohio, \$50.00; Charles Ernst, Eaton, Ohio, \$50.00.

### STAMFORD (CONN.) HORTICULTURAL SOCIETY.

A very successful summer show was held by this society on July 5th. The hall was well filled, the exhibits of sweet peas, perennials and vegetables being noteworthy. The prizes for this show were mostly offered by members and outsiders. The principal prize winners were Mrs. A. Crane, gard. A. Geddes, Schuyler Merritt, gard. M. Smith, T. R. Hoyt, gard. J. Foster, J. B. Cobb, gard. A. Alius, all of Stamford; W. Ziegler, gard. A. Bieschke, J. D. Crimmins Estate, gard. A. P. Wezel, Noroton, Mrs. J. H. Flagler, gard. W. Whitton, Greenwich, Miss M. Valentine, gard. A. V. Carver, New Canaan, Miss M. T. Cockcroft, gard. A. Patterson, Saugatuck, Mrs. A. Schleat, gard. E. Lawrence, Saugatuck.

An interesting meeting took place in the evening. Mr. Whitehouse received the prize for the best paper on any horticultural subject by an assistant gardener. This was on Orchid Culture. A. P. Wezel talked on carnations. His varieties averaged as follows: Alice 23, Enchantress 20, Enchantress Supreme, Beacon, Matchless and Mrs. C. W. Ward 15, White Enchantress 14, Benora, Belle Washburn and Cottage Maid 12, Princess Dagmar 11, White Perfection 10, and Good Cheer 9, giving an average of 15 flowers for all, from Nov. 1st till July 1st. It was voted that the society invest one hundred dollars in war savings stamps.

A. P. WEZEL, Cor. Secy.

### CANADIAN HORTICULTURAL ASSOCIATION.

Arrangements for the twenty-first Annual Convention of The Canadian Horticultural Association, which will be held in Ottawa, August 13, 14, 15 and 16, are practically completed. Instead of the usual three days, four days will be devoted to business and pleasure. All the sessions will be held in the Normal School, Elgin street.

The first session will be held on Tuesday, August 13th, at 2 p. m., opening with remarks by Mr. E. J. Mepsted, and an address of welcome from His Worship the Mayor of Ottawa. Mr. John Walsh, of Montreal, will respond, and will be followed by the address of the President.

On Tuesday and Wednesday there will be addresses and papers by Wm. C. Hall, Montreal; E. B. Hamilton, London; James McKenna, Montreal; Geo. M. Geraghty, Toronto; Jos. Bennett, Lachine; Chas. Craig, Ottawa; Robt. Burrows, St. Anne de Bellevue, and others. Thursday and Friday will be devoted to social features.

The officers for 1918 are as follows: Past president, Jas. Fraser, Prescott, Ont.; president, E. J. Hayward, Montreal, P. Q.; 1st vice-president, Geo. Douglas, Toronto, Ont.; 2nd vice-president, E. B. Hamilton, London, Ont.; secretary-treasurer, H. J. Eddy, 4425 Sherbrooke St., Westmount, P. Q.; executive committee, 3 years, Luke Williams, Ottawa; Wm. Cotter, Montreal; Chas. Hay, Brockville, 2 years, C. A. Smith, Lachine, P. Q.; S. Jordan, Peterboro; Wm. Hunt Guelph, Ont. 1 year, E. A. Collins, Toronto; Frank Wise, Peterboro; C. H. Janzen, Kitchener.

### MASSACHUSETTS HORTICULTURAL SOCIETY

The annual Sweet Pea Exhibition was held on Saturday, July 6. All the first prizes in the open and amateur classes were won by Wm. G. Taylor. Several second prizes were won by Mrs. P. O. Forbes. The winning varieties were as follows: White, Constance Hinton; crimson or scarlet, King Edward; deep pink Hercules; cream pink, Margaret Atlee; lavender A. F. Felton; salmon, King Manoel; primrose, M. J. Dameron; any other color, Rosabelle. Blue Hill Nurseries showed a collection of delphiniums of which one white one, Mrs. Eric Wetterlow, was given a first class certificate of merit. There was an interesting variety of vegetables and berries.



## Obituary

### Rear Admiral Aaron Ward

Rear Admiral Aaron Ward, U. S. N. (retired), an authority on torpedoes, high explosives and roses, died July 5, from heart disease in his home, Willowmere, Roslyn, N. Y., which blooms with a profusion of rare roses, was the hobby of the sea fighter's latter years. Admiral Ward was born in Philadelphia in 1851, studied abroad and was appointed to the United States Naval Academy in 1867. He was graduated four years later. Seaman'ship which he exhibited on the training ship *Constitution* soon after obtaining his commission is still a legend in the navy. From 1888 to 1892 he was Navel Attache at Paris, Berlin and St. Petersburg, successively. During the Spanish War he commanded the converted yacht *Wasp*, which, with the assistance of the *Leyden*, sank the Spanish cruiser *Don Jorge Juan*, a vessel of 935 tons, off Port Nipe, Cuba.

For several years Admiral Ward served as an aid for inspections. In 1910 he was made rear admiral. He was supervisor of the Port of New York for several years and commanded the third and then the first division of the Atlantic Fleet. In 1912 he declined an appointment to the General Board in Washington, and in the following year was retired.

His famous rose gardens were thrown open to the public in 1916 for a Red Cross fete. In the first months of the war Admiral Ward took the first Red Cross relief ship to Europe. He is survived by his widow and two daughters—Hilda Ward, an artist, and Mrs. Edna Capps, wife of Admiral Capps. A heartfelt tribute to his memory by the president of the American Rose Society appears herewith:

The sudden death, at his home in Roslyn, L. I., of Admiral Aaron Ward, struck his friends with a sharp blow. The Admiral was a true-hearted, able man, with the vigor and clear vision of a good sea captain. Born in the city of Philadelphia, in 1851, he became in due time, a trained seaman in the United States Navy, and advanced step by step until he reached the top, retiring from active service as Rear Admiral.

At the beginning of this war, he commanded and took across the water, the first Red Cross Ship on its errand of noble mercy. In New York, he was at home, having for some years had oversight of certain naval affairs of the Port. He had sailed the great deep of the oceans from land to land in all latitudes, but his name, however, is far wider known among the people of America, for his connection

with the Queen of Flowers—the Rose. When he named the beautiful yellow rose, which grows to perfection from Long Island to Vancouver, across the continent, from ocean to ocean, it was after the one he loved best—his wife. Here lay in his character, the sentiment for that which is beautiful—the strong man, for whom the great winds and rough waves had no terrors. He had the love of home and beauty in the fibre of his being. A Rose for every Home, A Bush for Every Garden is a sentiment which makes the world the better. In the American Rose Society as far as his duties permitted, he was always ready to give a guiding, helping hand. At the entrance of the United States into the war, he resigned his connection with the Executive Committee work, with a word to the effect, "America first."

His many friends in the American Rose Society have expressed a desire that their esteem and respect for the man, Admiral Aaron Ward, of Roslyn,



ROBERT HOOPER PEARSON

may be a matter of record, as he has left us for the realm, where the spirit of just men is made perfect.

BENJAMIN HAMMOND,

President American Rose Society.  
Beacon, N. Y., July 6, 1918.

It was with deep regret I noticed in the papers, coming home Friday afternoon, the death of my good friend, Admiral Ward.

In his passing away The American Rose Society loses a very valuable member and one of the most enthusiastic and best amateur Rosarians of this country. The society not only loses from an amateur standpoint, but a commercial as well, and every one will mourn his loss.

He was a man liked by every one; a man it was an honor to know. A man when you knew him was to love him.

His rose gardens at Roslyn, L. I., have been an attraction and a mecca for not only rose lovers but others as well. They contain a wonderful collection, roses from all over the world, particularly seedlings from Pernet-

Ducher, a personal friend of Admiral Ward. Mrs. Aaron Ward was one of these seedlings.

Each season since the war started, Admiral Ward has turned his Gardens over to the American Ambulance Corps, the proceeds going towards their fund, one year making enough to buy an ambulance, which was sent over to the other side.

He worked very earnestly and very hard to do what he could to help relieve the suffering and wants of the French, whom he dearly loved.

SAMUEL S. PENNOCK.

Philadelphia, July 8, 1918

### Robert Hooper Pearson.

It is with the deepest regret that we record the death, early on the morning of Tuesday last, June 11, of Mr. R. Hooper Pearson, managing editor of the *Gardeners' Chronicle*. Mr. Hooper Pearson's death, which was due to anaemia, will be mourned not only by all his colleagues on the staff of that journal, but by a large circle of friends. For it was given to few men to form and to hold friendships as it was to Mr. Pearson.

Mr. Pearson was born on July 18, 1866, at Brewood, in Staffordshire; his father was proprietor of the local High School, and here the son received his education. His gardening proclivities were pronounced even at an early age, and his father apprenticed him in the neighboring gardens of Keele Hall, under Mr. John Wallis. After serving his apprenticeship, he applied for entrance to Kew Gardens as a "young gardener," and was successful in becoming a member of the Kew staff. After his two years' training at Kew, where he rose to the position of sub-foreman, he sought further experience in the Marquis of Bute's garden at Cardiff Castle, and he was always appreciative of the excellent training he received under the late Mr. Andrew Pettigrew. He then went to Patshull Hall, Staffordshire, but after a short stay there he was offered a position on the *Gardeners' Chronicle* by the then editor, the late Dr. Masters.

Mr. Pearson was keenly interested in every aspect of horticulture, and held many offices in various societies. He was Hon. Secretary of the Horticultural Club, and during his term of office the membership increased from about fifty to some two hundred. As Press Secretary of the International Horticultural Exhibition in 1912 he contributed largely to its success. He was a member both of the Scientific and of the Floral Committees of the Royal Horticultural Society; an active supporter of gardening charities, he held a position on the executive of



the Royal Gardeners' Orphan Fund for many years, and took a real interest in the children who were supported out of the funds. He was instrumental in helping to found the British Gardeners' Association, in the hope that it might prove of benefit to members of the profession. During the year 1911 he held the office of president of the Kew Guild, an association which always commanded his warmest sympathy.—*Extract from The Gardeners' Chronicle.*

Horticultural journalism has suffered another grievous loss by the death of Mr. R. Hooper Pearson, the managing editor of *The Gardeners' Chronicle*. *The Chronicle* stands, despite the time of strain and difficulty inseparable from the war, as it has stood for half a century, in a place by itself, before and above the whole group of gardening journals. It has been remarked with justification that *The Gardeners' Chronicle* is to the horticultural world as *The Times* to the community at large. Its prestige was not of Mr. Pearson's making, but during the lengthy period of his association with the paper, first as assistant to the late Dr. Masters and latterly as editor and manager, Hooper Pearson has played an important part,

and has maintained the honor and reputation of his charge. No man in our line has better and more jealously preserved the dignity of horticultural journalism, and the trade as well as the professional gardeners, will cherish grateful memories of a man who fulfilled an exacting and important mission to his lasting credit and to the benefit of our calling.—*Horticultural Trade Journal.*

#### Dr. Loring W. Puffer.

Dr. Loring William Puffer, in his 90th year, expired at his home in Brockton, Mass., Sunday morning, June 30. His death, which was not unexpected, members of the family and close friends having looked for it momentarily for some days, was the culmination of an illness which extended over four months, beginning with an attack of the grip last March. He had been unable to leave his home since then.

Dr. Puffer's death removes one of Brockton's most widely known citizens. For more than 50 years his personality was closely identified with the activities and progress of old North Bridgewater and Brockton and in his time no man took more active part in the more important political and civic affairs of the community.

In 1856 Dr. Puffer became an active member of the Plymouth County Agricultural Society and was a trustee and vice-president. In 1860 he built the first greenhouse ever constructed in North Bridgewater and from that time became an ardent florist and horticulturist. He was one of the active originators of the Brockton Agricultural Society, founded in 1874.

Two children survive, William L. Puffer, printer and well-known poultry fancier, and Clarence C. Puffer, who is identified with the business established by his father.

#### Jacob Christian Spencer.

Jacob Christian Spencer, a well-known business man of Utica, N. Y., died at his home, 1503 Oneida street on June 28. Mr. Spencer had been in a critical condition since Jan. 22, when he was stricken with a cerebral hemorrhage. Since that time he had been unable to speak and had been confined to his home. For the past 20 years he had conducted a greenhouse, adjoining his home. At one time he and Henry Martin opened a flower store at Genesee and Blandina streets, but three years after the opening he sold out his interest to Mr. Martin.

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**T**HE New Standard Cyclopedia of Horticulture has been freshly written in the light of the most recent research and experience. It is the fullest, the newest, the most authoritative of all works of its kind and constitutes the most conscientious attempt that has ever been made to compress the whole story of our horticultural thought, learning and achievement into one set of books. It is both an Encyclopedia and a Manual.

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**Key to Identification of Plants** This is a device to enable one to find the name of a plant. The name thus found is quickly referred to under its alphabetical location, where full information will be found in regard to it.

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**Illustrations** There are 24 colored plates; 96 full page halftones; and more than 4,000 engravings which serve as guides in the text.

**The Glossary** This is an analysis of all technical terms that are used in the work and in similar works. It comprises botanical and horticultural terms with brief definitions.

**Translation and Pronunciation of Latin Names** In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

**Class Articles** Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

**General Index** The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

The complete set of six volumes, bound in decorated buckram, will be delivered to you for only \$3 down and \$3 a month for 11 months, until the full amount of \$36 has been paid. Cash price \$35.

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## The Ginger Jar.

When you go to help launch a boat always look out that you don't get launched yourself. This was the singular experience of Samuel S. Pennock at Waretown, June 22nd. After the boat launching they had to send another boat out to rescue him.

Mr. and Mrs. Herbert Pennock of Jupiter, Fla., are here for their usual summer sojourn among the friends in Pennsylvania and nearby states. His old side partner in Pennock Bros., John Westcott, hopes he won't miss him out in his social visits this year, like he did last year. It doesn't need an aeroplane to reach Ridge and Lehigh. Verb sap.

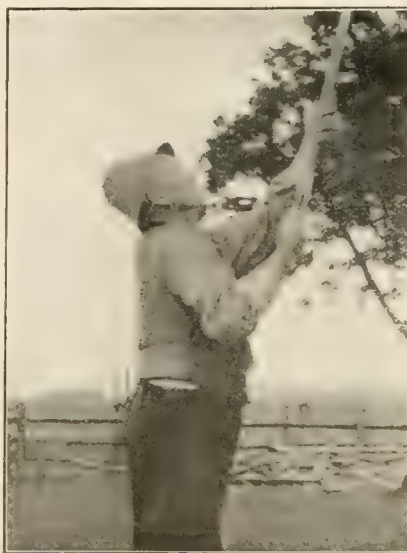
The latest fashion note from gay Paree, or wherever it is these dictums originate, is that pajamas are the proper apparel to go fishing in. If you don't believe this, ask Robert Craig. He is our authority for the statement. But we have no authority for quoting pajamas in the plural. This may be one of the times when they are singular.

When you see an old bach that stayed single until he was sixty or so, and then got married, and then after a couple of years blows into town and has a special and particular grin on his face you know the answer and you throw up the sponge and ask is it a boy or a girl. Antoine modestly admitted that in his case it's a girl. From the way he says it—must be some girl.

We are now paying particular attention to the old bachelors whose families are away at the seashore and mountain. The Y. M. C. A. and the Y. W. C. A. and the various philanthropic agencies too numerous to men-

## During Recess

The Opening at Waretown



The Commodore Raises the Flag

Fishing at Waretown



John Westcott Balts Up

tion are heartily with us. Some of the older ones, like the commodore in the seventy-eight class, may be a little difficult to handle; but with a little song and ice cream at old St. Stephens, we hope to keep them off Chestnut street from twelve to two, where sails are scanty fore and aft, top and low these days. Atlantic City has nothing on Chestnut street when it comes to a bare breeze. But with the help of the Washington authorities we feel secure we can handle the situation. Selah.

GEORGE C. WATSON.

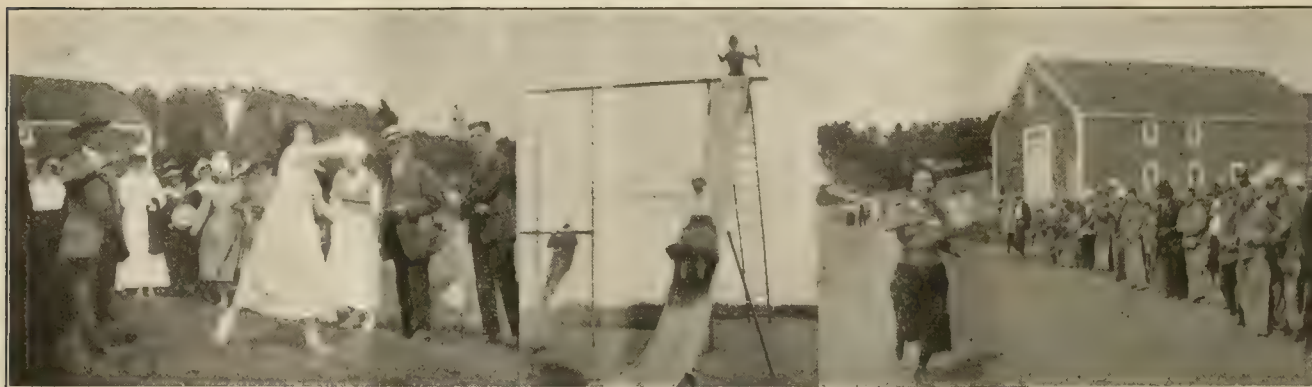
### NEWS NOTES.

Los Angeles, Cal.—The Germain Seed & Plant Co. has increased its capital stock to \$300,000.

Hudson, N. Y.—William Christians, of Pittsfield, Mass., has taken over the R. W. Allen greenhouse plant in this city. He has taken a lease for one year with the privilege of purchasing the establishment at the end of that period. Mr. Christians is a native of Holland and has also worked in Scotland and England. He has been in this country for six years, working at Pittsfield and Lenox, at the latter place being gardener on some of the beautiful estates there.

Lenox, Mass. — Thomas Proctor, since 1901 in charge of the greenhouses and gardens at Blantyre for the late Robert W. Paterson, has completed his work at Blantyre. Mr. Proctor is a prominent member of the Lenox horticultural society. In 1911 he began exhibiting chrysanthemums and for several years won many awards in Lenox, New York and Chicago. Later he bred orchids, being among the pioneer growers to bring out American seedling orchids. The orchids have been sold.

Some of the interesting events at the R. & J. Farquhars' employees' Outing



Throwing the Ball

On the Slide

The Egg Race



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Expediting Seed Imports.

To inform seedsmen of the best methods of importing seeds, the Seeds Stocks Committee of the United States Department of Agriculture has taken up with the War Trade Board and the United States Shipping Board the steps necessary to obtain government assistance promptly. An import license is required for the importation of seeds. Application blanks for import licenses may be obtained from the Bureau of Imports, War Trade Board, Washington, D. C., or at branch offices of the War Trade Board in various cities. The Seed Stocks Committee is to advise with the War Trade Board as to the importance of seeds proposed to be imported in cases of embargoes by foreign countries.

#### Potatoes.

Army purchases of potatoes for July were 224,000 cwt. Average price \$2.84 per cwt. delivered. Mostly new stock. Potato shipments from Freehold, N. J., section are expected about July 15. Early Utah potato crop is officially reported about ready to ship. Export of potatoes from Bermuda is prohibited and a minimum price fixed at equivalent of \$3.60 per barrel.

#### Beans.

Army and navy purchases of beans completed so far as concerns the 1917 crop.

#### Tomatoes and Melons

New York City canners are reported contracting for tomatoes at \$18 to \$20 per ton. Utah canners reported as paying \$15 per ton for tomatoes and \$57.50 to \$62.50 for peas. Shipments of cantaloupes from N. C. Launenburg section begins about July 8. The shipment of watermelon from Launenburg, N. C. section begins about July 20.

#### Onions.

The onion acreage Northern Indiana is officially estimated about 10 per cent below last year. Probable shipments of onions from the Clarksburg and Sacramento Districts, California, are officially estimated at 43,000 sacks. Army purchases of

**"Seeds with a Lineage" All Varieties**  
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of Commerce Bldg., Boston, Mass.

## WEEBER & DON SEEDS

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NEW YORK

## J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors for One Hundred Years

WRITE FOR OUR 1918 SPECIAL CATALOGUE

To Market Gardeners and Florists  
Pratt and Light Sts., BALTIMORE, MD.

onions for July are 15,000 cwt., and the average price paid, \$2.97 per cwt., delivered at camps. The season of heavy shipments of Delaware and Kentucky onions begins about the second week of July.

#### ABOUT HIBERNATING AND AVERAGES.

This concerns the seedsmen who have always considered their stores their greatest advertisement and their permanent location the greatest asset.

The country over, seed merchants of the general store variety express veiled disappointment about 1918 spring business. They anticipated an increase in business in proportion to that experienced in the spring of 1917, it did not materialize!

On the other hand, mail order seed houses worked additional shifts to take care of additional business which the greatest foresight could not anticipate. The majority of new-born gardeners sent off by mail for their seeds; they forgot the store on Main street. They started their orders when the Main street store was still hibernating. The result was business galore via the mail order route.

To us, as students of the far reaching effects of advertising, there is nothing extraordinary in the condition. We anticipated its happening when we advocated last fall the investing of some of last season's bounty in good-will-creating advertising. Advertising, to be most effective, must travel far and wide. The law of averages governs the mail order business.

—Horticultural Advertising.

## FREESIAS Mammoth Purity

Very fine  $\frac{3}{4}$  inch bulbs. Write for prices, state quantity required.

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## GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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#### BRITISH PENALTIES FOR INJURING CROPS.

To stimulate food production further in Great Britain, the Board of Agriculture has secured the enactment of regulations providing severe penalties for damaging growing crops. It is not necessary that there be any notice against trespassing displayed on the land. If the damage is done by a crowd, as sometimes happens when airplanes alight on cultivated land, any member of the crowd is deemed to have caused the damage unless he proves the contrary. The penalty is a fine not exceeding \$500 or six months imprisonment, with or without hard labor, or both.

#### PATENTS GRANTED

1,266,035, plow attachment, James F. Moffet, West Newton, Penn.

1,266,049, harrow, George W. Reaves, Little Rock, Ark.

1,266,328, disk-harrow attachment, Anthony Schulte, Hartington, Neb.

1,266,380 plow-point fastener, John S. Andress, Jr., Sneads Island, Fla.

1,266,489 spring-toothed harrow, Joseph J. Kovar, Dodge Center, Minn.

1,266,617, combined lawn trimmer and sod cutter, Warren J. Parsons, Huntington, W. Va.

1,266,634, transplanter, Anton Schaefer, Spring Grove, Ill.

1,266,921, combination garden tool, Thomas Cremers, Albany, N. Y.

1,265,979, harrow, Harry Urban Wakefield, Darks Mill, Tenn.



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Member Florists' Telegraph Delivery

**Of Interest to Retail Florists****CASHING IN.**

How many wide-awake, keen, alert, up-to-the-minute florists really took advantage of the Promotion Bureau's service in regard to electros, window signs, etc., tying up to our National Magazine advertisements during the weeks or months in which they appeared by using their local newspapers with their own displayed advertisements, thereby getting the benefit of the National efforts in their own districts?

Those who were broad enough to use our cuts and slogan have certainly felt the effect of their power and out to see a decided effect in contrast to those who did not tie up with our Publicity work.

A business like ours in war-times needs a great deal of stimulating, particularly by the retailer and there is no better way to do it than by Publicity. We are prone to get into the regular summer rut, that of letting things take their own course, but it's time we shifted our policy.

Strive for better and cleaner window displays. Do a little newspaper advertising and steadily and surely will progress and success be yours.

Then last, but not least, see how much higher you rise in the estimation of your fellow florists when the subscription lists are scanned week-

**IN THE National Capital**

At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

**GEORGE H. COOKE**

Connecticut Ave. and L St.  
WASHINGTON, D. C.

Established 1874

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311 Madison Ave., New York

**HELP do YOUR BIT To-day**  
By **SELLING THRIFT** and  
**WAR SAVING STAMPS.**  
**STAND behind THE FOOD**  
**CONSERVATION LAWS.**  
Display prominently **PATRI-**  
**OTIC POSTERS.**

**DO IT NOW**

**JOHN BREITMEYER'S SONS**

Cor. Broadway and Gratiot Aves.  
DETROIT, MICH.

**Artistic Designs . . .**  
**High Grade Cut Blooms**

We cover all Michigan points and good sections of Ohio, Indiana and Canada. Members Florists' Telegraph Delivery Association.



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MEMBER F. T. D. A.



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**WILLIAM J.****SMYTH**Member Florists' Telegraph  
Delivery Association**Michigan Ave. at 31st Street**Prompt Auto Delivery  
Service**THOS. F. GALVIN**  
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Deliveries to Steamers and all Eastern PortsOrders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock. Regular discount to Trade.  
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Members Florists' Telegraph Delivery Ass'n.**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season**CLEVELAND**  
**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.**Rochester, N. Y.**  
**J. B. KELLER SONS,**  
FLORISTS  
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Members Florists' Telegraph Delivery**S. A. ANDERSON**  
440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK  
Members of Florists' Telegraph Delivery.**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND, Nahant, Mass.****WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery.

ly in our trade papers and your generosity is also shown.

Be a part of this movement by doing justice to the fund as well as to yourself and this great and glorious flower-business of ours will grow in spite of the adversity we must face next winter.

Be big yourself if you expect results and now is the time to show that spirit.

*Henry Benn*

Chairman National Publicity Campaign.

Tacoma, Wash.—A. E. Buxton has purchased the greenhouses of Van Slyke &amp; Seamons and will operate them under his own name.

**F. R. PIERSON CO.**  
FLORISTS AND  
PLANTSMEN  
TARRYTOWN-ON-HUDSON, - N. Y.SEND ORDERS  
**FOR BOSTON**  
AND NEIGHBORHOOD  
To **JULIUS A. ZINN**  
4 PARK STREET, BOSTON, MASS.Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.**H. F. A. LANGE**  
WORCESTER, MASS.  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
Association.**YALE! YALE!**  
And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
Everything First-Class.  
**J. N. CHAMPION & CO.**  
1026 Chapel St., New Haven, Conn.**ST. LOUIS, MO.****FRED C. WEBER**  
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NOTICE INITIALS. We have one store only**THE J. M. GASSER COMPANY,**  
**CLEVELAND**  
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**TORONTO**  
Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.  
**JOHN H. DUNLOP**  
6-10 West Adelaide St. - TORONTO, ONT**ALBANY, N. Y.**  
**EYRES**  
Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
106 STATE STREET, ALBANY, N. Y.**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt attention  
**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.**The Park Floral Co.**  
B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.  
Member Florists' Telegraph Delivery.  
**DENVER, COLORADO****KERR** ORDERS FOR TEXAS  
HOUSTON, TEXAS  
The Florist Member F. T. D. Association



## SPHAGNUM MOSS

5 Barrel Bale . . . . \$2.50  
6 for \$13.50

Buy your Moss now. You will pay a great deal more for it in the fall.

### THE LEO NIESSEN CO.

N. W. Corner 12th and Race Streets  
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They'll Reciprocate

### EDWARD REID WHOLESALE FLORIST

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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

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Wholesale Cut Flowers  
Plants, Greens, etc.

5 So. Mole St., PHILADELPHIA, PA.

### GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

### E. G. HILL CO.

Wholesale Florists  
RICHMOND, IND.

Please mention Horticulture when writing.

### MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS  
Consignments Solicited

Hardy Fancy Fern Our Specialty  
264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

### ZECH & MANN

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**  
2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON July 10		ST. LOUIS July 8		PHILA. July 8	
<b>Roses</b>						
Am. Beauty, Special	20.00	to 25.00	.....	to .....	.....	to 50.00
" " Fancy and Extra	12.00	to 16.00	25.00	to 30.00	.....	to 40.00
" " No. 1 and culls	2.00	to 6.00	6.00	to 10.00	.....	to .....
Russell, Euler, Mock	2.00	to 10.00	3.00	to 20.00	8.00	to 25.00
Hadley	2.00	to 10.00	3.00	to 5.00	4.00	to 12.00
Arenberg, Hoosier Beauty	2.00	to 8.00	3.00	to 5.00	.....	to .....
Ward	2.00	to 8.00	2.00	to 6.00	3.00	to 5.00
Killarney, Radiance, Taft	2.00	to 8.00	3.00	to 6.00	3.00	to 8.00
Ophelia, Sunburst, Hillingdon	3.00	to 12.00	2.00	to 8.00	4.00	to 10.00
<b>Carnations</b>	.50	to 2.00	1.00	to 3.00	2.00	to 4.00
Cattleyas	50.00	to 60.00	.....	to 50.00	.....	to 100.00
Lilies, Longiflorum	4.00	to 12.00	.....	to 12.50	15.00	to .....
Lilies, Speciosum	3.00	to 6.00	.....	to .....	5.00	to .....
Lily of the Valley	0.00	to 10.00	4.00	to 6.00	4.00	to 8.00
Gladioli	2.00	to 6.00	6.00	to 8.00	6.00	to 10.00
Peonies	.....	to .....	2.00	to 4.00	2.00	to 5.00
Sweet Peas	1.00	to 1.50	.30	to .40	.75	to 1.00
Gardenias	10.00	to 20.00	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	1.00	to .....	1.00	to 1.50
Smilax	25.00	to 40.00	12.50	to .....	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 35.00	50.00	to .....

### WILLIAM F. KASTING Co. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

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CUT FLOWERS

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Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
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### Boston Floral Supply Co.

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Headquarters for  
OYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
ceived one.

### CUT FLOWER BOXES

EDWARDS FOLDING BOX CO  
MANUFACTURERS  
PHILADELPHIA, PA.



## Flower Market Reports

**BOSTON** Fishing and renovating with the usual summer dullness are combinations that do not add much life to a stagnant market and little activity is shown this week. Out of town trade at the beaches has been one of the strong points. There is an over supply of small roses but the larger sizes are scarce and hold up well. A good many carnations of inferior quality are in the market and move slowly. Lily of the valley is not up to the standard of other years but as there is not much to be had prices hold firm and high. Weather conditions has effected the outdoor grown stock to such an extent that very little is appearing on the market at the present writing.

Good stock is in demand. **CHICAGO** The cool days, which resemble October far more than July, have kept up social affairs and the rush from the city has not yet begun in earnest. All first class stock is sold early and the late buyer has to be satisfied with a poorer grade. Shipping trade is holding up well for the season. The last week in June did much to bring up the total sales of the month to a satisfactory amount and when the dull season comes it will be borne more easily because of the good business being done now. The large quantities of short roses coming now are not bringing much, but are used for cheap work and have their place. Peonies are gone. Carnations can be had at good prices where the stock is right but the soft, sleepy, weak-stemmed ones are hard to move at any price. Calendulas have varied but slightly in many months. A steady supply of them and regular sales. There are very fine Shasta daisies with 30 in. stems.

There is little to be told of the condition of business this week. **NEW YORK** The only feature is the price of cattleyas, which have been bringing as much as \$1.50 for some fine gigas. This may have been caused by a special occasion—Ex-Mayor Mitchell's funeral—otherwise the market is extremely dull. The supply of roses and carnations is moderate while a considerable quantity of lilies has appeared. The sale of all these is not of sufficient proportions to clean up and prices have a downward tendency. Calendulas, coreopsis and other outdoor stock are not moving and smilax is also slow.

Gladioli of the newer large flowering sorts



## GLADIOLI

Of the newer and better varieties, the kinds grown especially for cut flowers, and wonderful stock it is, at  
**\$6 and \$8 per 100**

Everything in Cut Flowers, Plants,  
Greens, Ribbons and  
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The Wholesale Florists of Philadelphia

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**PHILADELPHIA**  
1608-1620 Ludlow St.  
WASHINGTON, 1216 H. St., N. W.

**BALTIMORE**  
Franklin & St. Paul Sts.

## WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS ONLY

	CINCINNATI July 8		CHICAGO July 8		BUFFALO July 8		PITTSBURG July 8	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	20.00	to 30.00	30.00	to 40.00
" " Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	15.00	to 20.00	.....	to 20.00
" " No. 1 and culls.....	8.00	to 10.00	8.00	to 15.00	5.00	to 15.00	2.00	to 10.00
Russell, Euler, Mock.....	5.00	to 12.00	5.00	to 25.00	4.00	to 10.00	4.00	to 12.00
Hadley.....	5.00	to 10.00	.....	to .....	3.00	to 6.00	.....	to .....
Arenberg, Hoosier Beauty.....	4.00	to 8.00	4.00	to 15.00	4.00	to 12.00	.....	to .....
Ward.....	3.00	to 5.00	2.00	to 8.00	2.00	to 4.00	3.00	to 8.00
Killarney, Radiance, Taft.....	3.00	to 5.00	2.00	to 10.00	2.00	to 8.00	3.00	to 10.00
Ophelia, Sunburst, Hillingdon.....	3.00	to 8.00	3.00	to 12.00	3.00	to 6.00	3.00	to 10.00
<b>Carnations</b> .....	2.00	to 3.00	1.00	to 3.00	1.00	to 2.00	2.00	to 3.00
<b>Cattleyas</b> .....	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00	.....	to 75.00
<b>Lilies, Longiflorum</b> .....	10.00	to 15.00	10.00	to 10.50	8.00	to 10.00	.....	to 12.00
<b>Lilies, Speciosum</b> .....	.....	to .....	.....	to .....	8.00	to 10.00	.....	to .....
<b>Lily of the Valley</b> .....	.....	to 6.00	5.00	to 6.00	6.00	to 8.00	.....	to .....
<b>Gladioli</b> .....	6.00	to 8.00	10.00	to 12.00	6.00	to 10.00	4.00	to 8.00
<b>Peonies</b> .....	.....	to .....	3.00	to 8.00	2.00	to 3.00	.....	to .....
<b>Sweet Peas</b> .....	35	to .50	.50	to 1.25	.50	to 1.00	.50	to 1.00
<b>Gardenias</b> .....	.....	to .....	.....	to .....	.....	to .....	.....	to .....
<b>Adiantum</b> .....	.....	to 1.00	.75	to 1.50	1.00	to 1.25	1.25	to 1.50
<b>Smilax</b> .....	15.00	to 20.00	15.00	to 25.00	15.00	to 20.00	.....	to 20.00
<b>Asparagus Plu. &amp; Spren.</b> (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 75.00

like America and Mrs. Francis King are now strongly in evidence and help out nicely on a rather scanty variety of choice showy flowers on the market. Hydrangea arborescens is also coming in in good quantity and of fine quality. As a classy pure white flower for many purposes it is much appreciated. The longiflorum lily is also a strong feature and is bringing a good price and cleaning up well. Good quality sweet peas are being grabbed up the minute they arrive but much of the stock is very short and under grade. Roses and carnations about same as reported last week.

Business has been a little brighter during the past week. Stock consists chiefly of outdoor garden flowers.

These in part sell well, summer prices predominating. There is a good supply of roses shipped in daily, most of them of good quality. Good white roses, however, during the past two weeks have been very scarce with a heavy demand. Lilies are in small demand. Carnations are of poor quality. Outdoor peas are arriving and the demand is larger than the supply.

Market conditions are about the same as last week. Carnations are not so plentiful. Quite a few are being shipped on from Chicago. Some good Russells and Ophelias are seen otherwise the rose stock is not up to quality. Some good outdoor sweet peas were seen but their keeping qualities are limited to one day.

(Continued on page 43)



**H. E. FROMENT**

Wholesale Commission Florist  
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK  
Telephones: 3290, 3291, Madison Square.

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Wholesale Florist  
107 W. 28th Street, NEW YORK

Telephone 5335, Farragut.  
Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**  
**WHOLESALE FLORISTS**

53 WEST 28th STREET NEW YORK CITY

Consignments Solicited

Phone Farragut 4336

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**CUT FLOWERS**

55 and 57 West 26th St., New York  
Coogan Building  
Tel., 299 Farragut Consignments Solicited

**RIEDEL & MEYER, Inc.**

Wholesale Commission  
**READY FOR BUSINESS**

49 WEST 28th ST. NEW YORK.

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609

**THE KERVAN CO**

Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies.  
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Brooklyn's Foremost and Best

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A First Class Market for all CUT FLOWERS  
28 Willoughby St., Brooklyn, N. Y.

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FINE ROSES, FANCY CARNATIONS

A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

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**WHOLESALE COMMISSION FLORIST** SELLING AGENT FOR  
LARGEST GROWERS

A full line of Choice Cut Flower Stock for all purposes.

TELEPHONE 2281 FARRAGUT 131 West 28th St., NEW YORK CITY  
3089

**ALBANY CUT FLOWER EXCHANGE**

THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.

WHOLESALE ONLY

SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US

Prices Right. Consignments Solicited. Telephone Connection

Centrally Located, The Hub of the Flower Market Section

**CHARLES MILLANG**

Wholesale Florist

55 and 57 W. 26th Street, - NEW YORK

Telephone 2483 Farragut

**HENRY M. ROBINSON CO. OF NEW YORK**

**WHOLESALE FLORISTS**

55-57 West 26th Street

Telephones, 13-3510 Madison Square

MAURICE L. GLASS, Treasurer

Consignments Solicited

**NEW YORK QUOTATIONS PER 100. To Dealers Only****ROSES AND CARNATIONS**

	Last Part of Week ending July 6 1918		First Part of Week beginning July 8 1918	
American Beauty, Special	15.00	to 25.00	10.00	to 20.00
" " Fancy and Extra	5.00	to 8.00	5.00	to 8.00
" " No. 1 and culls	1.00	to 3.00	1.00	to 3.00
Russell, Euler, Mock	1.50	to 8.00	1.00	to 8.00
Hadley	1.00	to 8.00	1.00	to 8.00
Arenberg, Hoosier Beauty	.50	to 5.00	.50	to 5.00
Ward	1.00	to 5.00	.50	to 5.00
Killarney, Radiance, Taft	.50	to 4.00	.50	to 4.00
Ophelia, Sunburst, Hillingdon	.50	to 6.00	.50	to 6.00
Key	1.00	to 10.00	1.00	to 10.00
Carnations	.85	to 2.00	.75	to 2.00

**HENTZ & NASH, Inc.**

Wholesale Commission Florists

55 and 57 West 26th Street

Telephone No. 755 FARRAGUT NEW YORK

**WALTER F. SHERIDAN**

Wholesale Commission Dealer in

**CHOICE CUT FLOWERS**

133 West 28th Street, New York

Telephone—3632-3633 Madison Square

**H. BAYERSDORFER & CO.**

Manufacturers and Importers

1129 Arch St., PHILADELPHIA, PA.

THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**REED & KELLER**

122 West 25th St., New York

**Florists' Supplies**

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**Beechwood Heights Nurseries**

Importers and Growers of

**ORCHIDS**

Out Flowers of All the Leading Varieties  
in their Season.

THOMAS YOUNG, Jr., Proprietor  
BOUND BROOK, N. J.

**Wired Toothpicks**

Manufactured by

**W. J. COWEE, Berlin, N. Y.**

10,000...\$2.00 50,000...\$5.75 Sample free.  
For sale by dealers.

When writing to Advertisers kindly mention Horticulture



## Flower Market Reports

(Continued from page 41)

Business continues very good and despite an unprecedented shortage of stock orders are being filled. Roses and carnations continue poor and undesirable, but other flowers are coming in to take their places. Prices generally are good and all offerings are taken up as soon as made known. The constantly increasing population is keeping things moving and according to well known retailers there seems little likelihood of a dull period this year.

### NEWS NOTES.

Holyoke, Mass.—Miss Lucy Hickey, the florist, was injured June 28 when she fell on an alleged defective stairway leading from Suffolk street into Woolworth's 5 and 10 cent store. Miss Hickey will be confined to her home for five or six weeks.

Springfield, Mass.—Fred Schlatter, 17-year-old son of William Schlatter, 449 Bay street, was seriously injured in a powder explosion at the Potter farm, Agawam, July 5. His face was marred beyond recognition, his body cut and bruised, and his left leg so badly injured that it is feared amputation is necessary.

New Britain, Conn.—Thomas H. Desmond, landscape designer of Simsbury and Hartford, has won the competition held by the Park Commission, with Wm. F. Brooks, chairman, for developing the South End Park, for the city of New Britain. Those invited to compete were: Sheffield A. Arnold, Boston; Francis A. Robinson, Boston; Thomas W. Sears, Providence; Ralph Wainwright of this city; Carl Rust Parker of Springfield, who retired on account of the government work which he had on hand. The tract of land consists of about 93 acres, which will be developed gradually for general recreation purposes with drives, walks, swimming pool, baseball diamond, etc. Mr. Desmond is a graduate of the school of landscape and design at Cornell University and was employed by Townsend & Flemming, landscape architects, in Buffalo, N. Y. He left this firm to continue his studies abroad and then began business in Hartford and Simsbury and has done much work in this section on private grounds, parks and cemeteries.

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

TELEPHONES  
Farragut 167 and 3088

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending July 6 1918		First Part of Week beginning July 8 1918	
Cattleyas.....	35.00	to 75.00	25.00	to 75.00
Lilies, Longiflorum.....	5.00	to 6.00	5.00	to 6.00
Lilies, Speciosum.....	3.00	to 5.00	3.00	to 5.00
Lily of the Valley.....	2.00	to 6.00	2.00	to 6.00
Gladioli.....	2.00	to 8.00	.....	to .....
Peonies.....	.....	to .....	.....	to .....
Sweet Peas.....	.50	to 1.00	.25	to .50
Gardenias.....	4.00	to 25.00	4.00	to 25.00
Adiantum.....	.25	to .50	.25	to .50
Smilax.....	6.00	to 12.00	6.00	to 12.00
Asparagus Plumosus, & Spreng. (100 bunches).....	6.00	to 15.00	6.00	to 15.00

## WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

### FLORISTS' CLUB OF WASHINGTON

The Florists' Club of Washington, D. C., is to aid the Red Cross in getting flowers to the hospitals and at a meeting held at the S. S. Pennock Company store, last week, a committee consisting of Clarence L. Linz, chairman; Otto Bauer, E. P. Rodman, George E. Anderson and M. J. McCabe was formed to start work towards getting all florists interested in the movement.

Another committee consisting of E. P. Rodman, chairman; George C. Shaffer and George E. Anderson was appointed to go to Camp Meigs and view the landscape work that has been accomplished there by some of the soldier members of the command.

Otto Bauer has been chosen to head the membership committee and serving with him will be George E. Anderson and R. Lloyd Jenkins.

A very interesting discussion was had of business conditions throughout the country, Mr. Cohn, representative of the Climax Box Company, recounting his recent experiences and observations in the Middle West.

### NEW CORPORATION.

B. Hammond Tracy, Inc., flowers, Wenham, Mass., capital, \$50,000; incorporators, B. Hammond Tracy, Wenham, Frank E. White, Arlington, and L. C. Donahoe, Brighton.

## Visitors' Register

Boston—Dr. Geo. E. Stone, New York City.

Philadelphia—Antoine Leuthy, Roslindale, Mass.

Washington—Mr. and Mrs. Herbert A. Pennock, Jupiter, Fla.

Chicago — Thos Wolfe, Waco, Texas; Mr. and Mrs. Chas. P. Mueller, Wichita, Kas.; Blain Wilcox, of J. F. Wilcox & Sons Co., Council Bluffs, Iowa; J. P. Herzog, Belvidere, Ill.; Mrs. Paul M. Paley and Miss Acker, Little Rock, Ark.; Mr. and Mrs. Geo. Wiegand, Indianapolis, Ind.; E. G. Hill, Richmond, Ind.; John Young, Sec'y S. A. F., New York; Vincent J. Gorly, of Grimm & Gorly, St. Louis, Mo.; B. Juerjens, Peoria, Ill.

### NEW FLOWER STORES.

Villisca, Ia.—Wayne Shinn.

Hanford, Cal.—George Borenz.

Bellevue, Ky.—Mrs. Dameron, succeeding Klein Flower Shop.

New York, N. Y.—James Bruce & S. C. Gilbert, 2188 Broadway (wholesale).



## LOCAL AND GENERAL NEWS

### CHICAGO.

Anton Then, Jr., is now employed at the Chicago Flower Growers' Association store.

According to their usual custom Wm. J. Smyth and family are spending the summer at their cottage at Antioch.

Philip Foley, Jr., is now at the Great Lakes Naval Training Station where he has enlisted in the aviation department.

H. D. Schiller left July 8th for Boston, where he will enter a technical school, the better to fit himself for his duties in the Merchant Marine, a little later.

Thos. Wolfe of Waco, Texas, spent Sunday here on his way to the Elks' convention at Atlantic City. Mr. Wolfe called on his friend, P. J. Foley, who has a very wide acquaintance with the southern florists.

H. N. Bruns is not worried over the lily of the valley situation, as he still has some bulbs left and the demand for that flower is light in the summer. His store always closes at 6 p. m. and Mr. Bruns believes that he loses nothing by so doing.

The Chicago Florists' Club will hold the July meeting on the 18th in Karthauser's grove, 6656 Ridge avenue. A good program has been arranged by T. E. Waters and if the thermometer should reach something like its usual July altitude a good time may be expected.

The Chicago wholesale market was closed all day Sunday for the first time within the recollection of the oldest florist. The thing which could not be, has been—and the world moves on as before. It is safe to say there were some who found it hard to believe even when the day came.

Business is reported at the west side Schiller store as not yet having reached the summer stage, and Mr. Schiller says he is not anticipating it this year until August. At the north side store, social events are reported as causing a demand for flowers exceptionally good for July.

P. J. Foley, president of the Foley Greenhouse Manuf. Co., says the business coming now is largely in the nature of repair work, the florists having an eye to the saving of coal for the coming winter. Having anticipated little building during the war Mr. Foley is not discouraged but

hopes for the return of normal conditions in the near future.

The trip made to Milwaukee by Geo. Asmus and John Young, in the interest of the National Publicity Campaign last week, was very successful. There was a large attendance at the meetings, and the opportunity to clear up some points regarding the methods of carrying on the work, as well as impressing upon many florists the great necessity for the publicity work going on, were taken advantage of. Financially, it was equally a success, many of the



WILFRID WHEELER  
State Commissioner of Agriculture  
for Massachusetts

smaller florists signing up for four and five years, while those doing a more extensive business pledged larger amounts and for a longer time.

The men are doing good work in the cause of publicity and upon its success depends much for the future of the flower business, for public sentiment has been strongly influenced against spending money for flowers since the war began. But there is a side to it that the men cannot reach and it is a big side too. The majority of the social affairs are planned by women and in nearly every case the proposal is made to put a ban on flowers. If it is a luncheon, no one proposes to curtail the menu or do with less elaborate service, but the

cutting out of flowers on the tables somehow savors of patriotism and conservation. Here is where the women of the trade must be alert. They must be ready to stand for the use of flowers at all social affairs and not let some well-meaning but misguided person down their use.

### BOSTON

Frank Connolly, of the Welch Bros. Co., is receiving congratulations on the event of the arrival of the stork.

"Jack" Cohen, the popular salesman of the Co-operative Flower Market, departed last Saturday for St. Albans, Vt.

"Bill" Glidden, representative of the Budlong Rose Co., is receiving large shipments of their new rose, Columbia.

Hitchings & Co., have severed their connection with J. M. Keeler and Miss Simmons of the Boston office has taken his place.

Notwithstanding the extensive alterations Welch Bros. Co. are making in their store, business, quoting Patrick Welch, is "Great."

Mrs. Lane, mother of J. J. Lane, who is now in Camp Devens, passed away on the night of July 4 at her home in Cambridge. She had been critically ill for a long time.

Word has been received here from Canada that Max Aronson of the Flower Market who joined the English forces bound for Jerusalem, last February, has recently been promoted a lieutenant.

Robert H. Roland, son of Thomas Roland, the Nahant florist, has returned from "over there" where he has had an eventful experience as an ambulance driver and Red Cross worker on the western front and in Italy.

"Joe" Margolis, of H. M. Robinson & Co., and Mr. Ludwig, of N. F. McCarthy & Co., left Boston the first of the week. They will devote the next six weeks to draining the lakes and ponds of Maine and New Brunswick of the finny tribe.

Wilfrid Wheeler of Concord, has been elected state commissioner of agriculture by the new board of agriculture established by this year's legislature. Mr. Wheeler for five years was secretary and executive officer of the old board of agriculture



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New York



**WORLD'S OLDEST and LARGEST**  
Manufacturers of **ALL STYLES and**  
**SIZES of**

**FLOWER POTS**

**A. H. HEWS & CO., INC.**  
Cambridge, Mass.

and his selection as commissioner was generally expected. His term as commissioner will begin Sept. 1.

At the request of the police of Richmond, Va., the Boston police are searching for R. C. Driver, who was last heard from March 9, when he telegraphed his wife, Mrs. L. B. Driver, 729½ West Cary street, Richmond, from Cleveland. His message to Mrs. Driver was that he was leaving Cleveland for Boston and would write on his arrival. Nothing further has been heard from him. The missing man is a florist, 52 years old. He has white hair and blue eyes, is 5 ft 8 in. tall and weighs 145 pounds. On his right arm is tattooed a wreath of grapes, a hoe and a shovel and a small rosebud.

#### ST. LOUIS.

J. J. Beneke's youngest son has been called in the draft.

The growers held their monthly meeting the third of July.

Frank Gorly is on the jury in the Federal Court in the case of Dr. Weinsbergh for disloyalty utterances.

Paddy Patton, for years manager and general utility man at Wm. C. Smith Wholesale Floral Co., has resigned and gone to Little Rock, Ark., We will lose a good fellow. All his friends wish him the best of luck.

#### NEW YORK.

Jun Wildschut, a Hollander traveling salesman in the U. S. for Speelman & Co., was shot and dangerously wounded on July 3 while visiting at a house on W. 159th street. He is now in St. Lawrence hospital with small chance of recovery. It was a mysterious affair and the police are trying to unravel it.

#### PHILADELPHIA.

Mr. and Mrs. David Don of New York City were the guests of Howard M. Earl at Pine Tree Farm week end of July 6th.

## CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

#### ASTERS

**ASTERS — HENDERSON'S INVINCIBLE.**  
One of the finest for cut flowers. White, Shell Pink, Rose, Lavender and Purple. Strong plants. \$5.00 per 1000, cash. **BRILL CELERY GARDENS, Kalamazoo, Mich.**

#### BEGONIAS

BEGONIAS	Pots	100	1,000
Lorraine .....	2¼ in.	\$14.00	\$120.00
Mrs. J. A. Peterson. 2¼ in.		20.00	180.00
Melior .....	2¼ in.	20.00	

**JULIUS ROEHRS CO., Rutherford, N. J.**

#### BULBS

**C. KEUR & SONS, HILLEGOM, Holland.**  
Bulbs of all descriptions. Write for prices.  
**NEW YORK BRANCH, 8-10 Bridge St.**

#### CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. **I. L. PILLSBURY, Galesburg, Ill.**

#### CHRYSANTHEMUMS

##### MANUAL

By **ELMER D. SMITH, Adrian, Mich.**  
Who has given his undivided attention for twenty five years to the improvement of the Chrysanthemum and its culture in detail. 50 cents postpaid.

#### CYCLAMEN

**CYCLAMEN:** In the following colors. Pure white, white with pink eye, pink, dark red, light red and salmon. 2¼-in. pots, \$8.00 per 100, \$75.00 per 1000; 3-in. pots, \$10.00 per 100, \$95.00 per 1000; 3½-4-in. pots, \$20.00 per 100. If only salmon is ordered—the price will be 20% higher.  
**JULIUS ROEHRS CO., Rutherford, N. J.**

**CYCLAMEN:** Best strain of Cyclamen grown in 2¼-in. pots. Varieties, Salmon Pink, Light Pink, Blood Red, Bright Red, Pure White and White with Red Eye, at \$7.50 per hundred, or \$65.00 per thousand. Cyclamen Seedlings, from three to five leaves, \$5.00 per hundred, or \$40.00 per thousand. "Cash with order." **J. H. FIESSER, North Bergen, N. J.**

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Peony Dahlia Mrs. Frederick Grinnell.  
Stock For Sale.  
**JOHN P. ROONEY, New Bedford, Mass.**

New Peony Dahlia—John Wanamaker, Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to **PEACOCK DAHLIA FARMS, Berlin, N. J.**

Orders booked at any time for Fall or Spring delivery. Wholesale and Retail. Send for Catalog. **NORTHBORO DAHLIA & GLADIOLUS GARDENS, J. L. Moore, Prop., Northboro, Mass.**

#### DRACAENAS

**DRACAENA TERMINALIS.** Clean healthy stock out of 2¼ inch pots at \$8.00 per 100; 3 inch pots at \$15.00 per 100; 4 inch pots at \$25.00 per 100. Cash with order.  
**J. H. FIESSER, North Bergen, N. J.**

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**A. ROLKER & SONS**  
51 Barclay St., New York City. Eastern Selling Agents for the York Pottery, Pa. Write for the revised prices of Pots, Pans and Fern Dishes.

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Greenhouse glass, lowest prices. **JOHN-STON GLASS CO., Hartford City, Ind.**

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We grow them by the acre and grow them right. A complete collection of **FRENCH VARIETIES AND OTAKSA**, from pots for Sept. delivery. Secure your needs now and have them shipped before frost.

3-in.	4-in.	5-in.	6-in.	7-in.	8-in.
7c.	20c.	25c.	35c.	50c.	65c.

Field grown plants of Otaksa for August shipment, 25% less.  
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Peonies can be shipped from France with celerity and security via Bordeaux. **New York. DESSERT, Peony Specialist, Chenonceaux, France.** Please refer to Sixteenth General Catalogue.

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**THE CONARD & JONES COMPANY, WEST GROVE, PA.**

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Live Sphagnum moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL, Summit, N. J.**

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4,000,000 Cabbage, Cauliflower, Tomato and Celery plants. Field grown and potted. List free. **F. W. ROCHELLE & SONS, Chester, New Jersey.**

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Flowering and Foliage Vines, choice collection. Large Specimen, Pot and Tub grown for immediate effect; also Climbing Roses. **J. H. TROY, Mount Hissarlik Nursery, New Rochelle, N. Y.**

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## WANTS, FOR SALE, ETC.

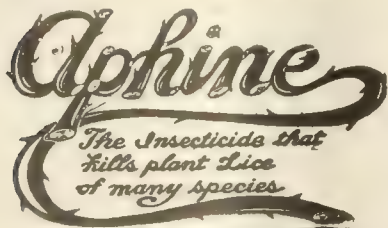
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**SITUATION WANTED**—By gardener, married, 20 years' experience. Thoroughly understands all branches of the profession outside and under glass. Only good position considered where energy and ability counts. No objection to distance. Prefer Pacific Coast or middle west. Address **LUCIEN LECLERE, Fort Steilacoom, Wash.**

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The Recognized Standard Insecticide.  
A spray remedy for green, black, white fly, thrips and soft scale.

Quart, \$1.00; Gallon, \$2.50.

#### FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quart, \$1.00; Gallon, \$3.00

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THE use of Imp Soap Spray on fruit trees, garden truck, ornamental trees, shrubs, etc., will positively destroy all insect pests and larva deposits. Quite harmless to vegetation. Used in country's biggest orchards and estates. Very economical - one gal. Imp Soap Spray makes from 25 to 40 gals. effective solution. Directions on can. Qt. 55c.; Gal. \$1.90; 5 Gals. \$8.50. F. O. B. Boston. Genuine can has Ivy Leaf trade mark. Your money back if Imp Soap Spray doesn't do as claimed. Order direct if your dealer can't supply.

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Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium. Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

### ROCHESTER, N. Y.

H. E. Wilson and family had a family picnic at Duran Eastman Park on July 4th.

Most of the Rochester florists are closing their stores at 6 p. m. on Saturday during the summer months.

Mrs. Hahn, of Rochester Floral Co., has left to join her husband who has taken a government position in Cleveland.

Mr. and Mrs. Charles Curtis and family of Irondequoit are spending their vacation at their summer home on Lake Ontario.

Word has been received from Private Henry Stutzenmeyer, now with the 304th Machine Gun Co., that he has arrived safely overseas.

Mr. and Mrs. Charles L. Moore, of New Britain, Conn., parents of Mrs. E. C. Armbrust, have spent two weeks at the home of their daughter.

Charles H. Vick, who for many years has been connected with the James Vick's Sons' seed house has severed his connection with the firm.

The War Savings Stamp Girls have made many soldiers happy by distributing flowers to them as they passed through our city. Most of the flowers were donated by the leading florists.

George T. Boucher was active in the War Savings Stamp campaign for the Knights of Columbus. Frank Peartree of the firm is spending his vacation in Buffalo. Miss Duffy is enjoying a two weeks' vacation in Chicago.

### GREENHOUSES BUILDING OR CONTEMPLATED.

East Liverpool, O.—John Keil, one house.

Rock Island, Ill.—Joseph R. Tuckis, 1616 Second avenue, conservatory.

Madison, N. J.—H. D. Hutchins, Woodland road, house 60 x 100, completed.

Syracuse, N. Y.—A \$10,000 greenhouse is being built in the rear of the Joseph Slocum College of Agriculture at the University.

### BUSINESS TROUBLES.

Reading, Mass.—Alfred F. Ells, florist, assets, \$500; liabilities, \$4,300.

Stoughton, Mass.—Charles Walters, gardener and florist, 1634 Turnpike street, has filed a petition in bankruptcy. Liabilities \$6,417.13, assets \$6,100.



Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c.; Pint, 50c.; Quart, 90c.; ½ Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.00; 10 Gallon Can, \$20.00. Directions on package.

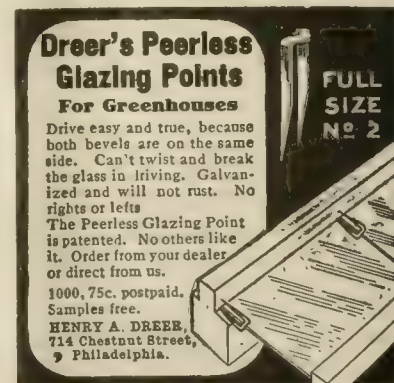
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Pulverized or Shredded  
**Cattle Manure**  
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For Greenhouses

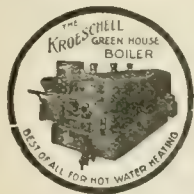
Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

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For Spraying  
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New Brand New Style

"RIVERTON" HOSE

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The HOSE for the FLORIST

3/4 inch,	per ft.,	17 c.
Reel of 500 ft.,	"	16 1/2 c.
2 Reels, 1000 ft.,	"	16 c.
3/4 inch,	"	15 c.
Reels, 500 ft.,	"	14 1/2 c.

Couplings furnished

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Glazing  
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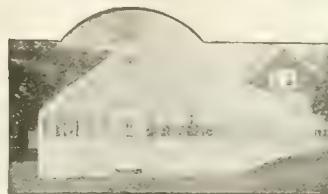
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The Florists Hall Association rate of insurance from Nov. 1st, 1916 to Nov. 1st, 1917 will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars, address:  
**JOHN G. ESLER, Sec., Saddle River, N. J.**

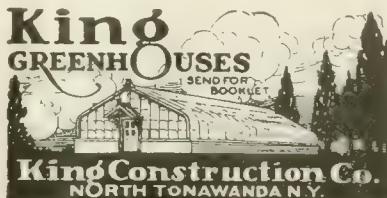
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## Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantsmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of *HORTICULTURE* at publisher's price, \$1.50.

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## Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery.

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Gentlemen: I am pleased to state that the Tree Surgery work done on the estate here in 1915 has stood the test of time, and that all the trees treated are without exception in the best of health and vigor. Many of the smaller cavities are entirely healed and the larger ones are rapidly healing. I heartily endorse your methods of Tree Surgery and can recommend the work to anyone interested in preserving fine trees.

Yours very truly,  
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Time has proved the efficacy of Davey Tree Surgery. In three years' time the cavities have healed to a noticeable extent. Many of the counter-sink holes have entirely healed over. The tree has since withstood many severe storms

The saving of priceless trees is a matter of first importance on every estate.

Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

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*Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Company, Inc., and the public is cautioned against those falsely representing themselves*



The next severe windstorm might have added to its toll the famous Darlington linden shown here. The seam running down the trunk indicated to the trained eye of a Davey Tree Surgeon a serious condition of hidden decay



The extent of this decay was revealed by a little preliminary cutting along the seam. Much decayed matter is still to be removed



JOHN DAVEY

*Father of Tree Surgery*



All the decayed matter has been removed and the whole interior carefully disinfected and water-proofed. Mechanical bracing has been employed to strengthen the weakened trunk



The cavity is now filled by the Davey sectional method, which allows for swaying and prevents cracking. The greatest mechanical skill is required in this operation



# HORTICULTURE

Vol. XXVIII

JULY 20, 1918

No. 3



Iris Athena

Published Every Saturday at 147 Summer Street, Boston, Mass.

Subscription \$1.00





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Also Lupins, Sedum roseum, Pyrethrum roseum, Gaillardias,  
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all in 4-inch Pots, \$12.50 per 100

3-year old **AMPELOPSIS VEITCHII**, 50c each

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Orchids, Conservatory Plants, Novelties, Begonias, Garden  
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*Finest Stock in America for Trade or Private Requirements*  
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**BELMOREANA AND FORSTERIANA**

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# LETTERS FROM AN OLD TO A YOUNG GARDENER

## On Hybridizing and Crossing the French Iris

### Preparing a Garden

We were speaking of raising new flowers and you said there would be more hybridizers among gardeners if simple well illustrated descriptions of how to treat the common garden flowers were easily accessible. In this letter an attempt will be made to remove this difficulty, for one of the most common, the iris. In this, as in previous letters, no attempt at originality is made, nor will authorities be cited. In the dealers' catalogues the ordinary form of iris is called German iris, to distinguish it from the Japanese, the Spanish, the English and others. The designation German is a mistake, and should be abandoned. As this flower is the "bearing" of the royal house of France, the name French should be used instead of German.

For ordinary use the terms *Fleur de lis* or Lilies of France are desirable. I prefer the latter, for it suggests the loveliness of lilies and the grace of the French, qualities combined in a high degree in the flower. Giving the plant its right colloquial name is now of importance for we are brothers with the French in the struggle against that savage ethical code of the Hun Overlords. The iris is truly Everyman's Orchid. It equals the peony, the lily, and the rose, yes, even surpasses them in ethereal loveliness. These require rich soil, great care and skill. The iris will grow in gravel and flourish under the unskilled and intermittent care of children. Some varieties have a perfume of surpassing delicacy. What more can be asked of any flower? When a plant has such charming qualities we cannot have it in too many varieties. Already there are on the market several hundred, and a few almost perfect ones; yet there is always a chance to breed others surpassing the finest; the family is composed of so many unit characters new combinations may be very great.

### Preparation of the Hybridizing Garden

The directions in this letter are applicable to the glacial drift soil of New England. In more favored regions this amount of preparation might not be necessary. For a one man garden, where iris is not a specialty, five or six thousand square feet are enough. Make the garden long and narrow rather than short and wide. One hundred by fifty feet is a good size. A portion of a garden having these dimensions, may be seen in Figure 8. This size will give pleasant occupation and at crossing time, lasting here three weeks, you can find interesting work three hours a day.

### Plowing and Cultivating

Plow as soon in spring as the soil is in condition. What is more beautiful after the long winter of the north than the warm earth as it rolls, shining and smooth from the polished steel, suggesting the coming of new life, green fields and blossoms? Get out muck from some depression in a deciduous forest, into which the leaves have washed for ages, waiting for your coming, that they may be turned into lovely flowers. Spread six inches deep over the plowed area. On top put one ton of ground limestone. Horse cultivate once a week to keep down weeds. Early in this letter it was written iris would grow in poor soil, but for a garden where

we want to try for mutants or where crossing is to be done, much care should be given to the soil. Make it rich, light, and just moist enough. As some seasons are very dry and hot, arrange to have water run between the rows. Heat and dryness may shorten the blossom season one-half, yet we are told the garden iris likes to be baked. It really likes ideal weather, and soil just moist enough that when taken in the hand and pressed together, clings lightly. This does not refer to the Japanese, which should be flowered in water but drained after blossoming, or to the water irises.

### Preparation the Next Spring

In May, of the year after the first plowing, replot, harrow and spread on a thousand pounds of the following plant food. Slag phosphate—750 pounds, the best sulphate of potash you can buy—225 pounds, permanganate of potash—25 pounds. Harrow until dirt, muck and chemicals are well mixed. Cultivate, to keep down weeds until planting time. The first week in August plow trenches lengthwise of the garden, running the plow both ways for each. Make them four feet apart. Rows with so much unused land seem wasteful of space and fertilizer. If the rows are nearer, the whiffletree of the cultivator in swinging from side to side will surely break off some of the flower stalks and later valuable seed pods. Its name—whiffle (meaning to sway from side to side), shows this. The ends of this bar, generally of wood, should be sloped backward, rounded and polished, that in striking a stalk it may slip past, displacing, not breaking it.

### Planting

Before planting, cut the leaves to within six inches of the rhizomes. Set the plants from one foot to eighteen inches according to the kind of growth they will make. Press the soil about the roots, with the feet, leaving the rhizomes two inches below the surface. Many years ago, someone seeing a matted and old bed of iris, with the rhizomes half out of the ground, thought this was the way iris liked to grow. This idea getting into garden literature, and dealers' catalogues, stuck there. Really the appearance was a sign of a neglected bed. Always transplant before this state is reached. Rows should be kept narrow to ensure quick weeding. Matted rows are a nuisance and an expense. In bending over the outside stalks in weeding or crossing to reach the plants inside, some of the outside flowers and later, some of the valuable seed pods will surely be broken off.

A garden for crossing is a distinct proposition from an artist's garden, where flowers are grown in great masses of one color, different colors being grouped to produce a harmonious effect. Such gardens are indeed art as much as painted pictures. Some of the great gardeners produce wonderful effects in this style. Such gardens require much labor and are expensive.

Tamworth, N. H.

*William Rollins*  
(To be continued)



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The uncertainty of receiving the  
 Bulb catalogues usual supply of flowering bulbs  
 from Holland this fall, together  
 with the high cost of book paper and printing, will  
 deter many seedsmen from preparing the elaborate  
 bulb catalogues they have heretofore sent out. Several  
 houses have stated that they will send out this year only

a list of bulb prices in sheet form, and they feel that  
 their patrons will approve this timely conservation  
 policy.

## Value of the rubbish pit

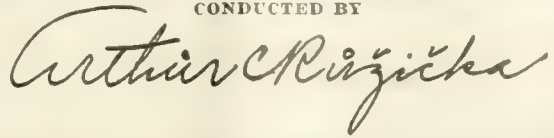
The high cost of fertilizers during the  
 past planting season caused their use  
 to lie greatly restricted. Such prices,  
 made necessary by increased cost of  
 raw materials, manufacture and bagging are likely to  
 continue with perhaps slight reaction for several years.  
 An ample rubbish pit established in an out-of-the-way  
 part of the garden, and screened by some tall growth  
 such as sunflowers, cannas, or, if permanently placed,  
 a neat hedge would do as a receptacle for garden rubbish  
 like lawn trimmings (which, by the way, should never  
 be allowed to clog the lawn and smother the finer  
 grasses) leaves, trimmings from the kitchen garden and  
 all other waste vegetable matter, where such material  
 might rot, covered, if offensive by a sprinkling of loam,  
 would in the autumn or following spring afford a valu-  
 able supply of nitrogenous fertilizer. The burning of  
 fallen leaves in the autumn is a very wasteful act, of  
 which no intelligent gardener would be guilty; he knows  
 too well their value as plant food when rotted to the  
 condition of leaf-mould.

As a nation we are regrettably delin-  
 quent in planting trees. We hear  
 much about reforestation, but com-  
 pared with the continual cutting, the number of trees  
 planted each year forms a negligible offset.  
 The high cost of timber, double or triple the prices of  
 ten years ago and which must inevitably continue to  
 soar, is not the only evil of our lumber-camp methods.  
 Wastefulness is displayed by almost every wood-chop-  
 per in wantonly cutting down young and immature  
 trees which are of little or no use to him, and appar-  
 ently for no other reason than that he dislikes to see  
 them standing on the ground over which he has cut.  
 Where replanting is not contemplated, this is an inexcus-  
 able destruction of valuable material and should be pro-  
 hibited by law, as it is prohibited in most of the coun-  
 tries of Europe, where any one who cuts down trees  
 is required by law to plant two, or in some cases, three  
 for each tree cut. Such young trees if left to continue  
 their growth with more space and light would in com-  
 paratively few years develop into valuable timber. In  
 these days of government conservation of our national  
 resources why should our forests be neglected? We be-  
 lieve they should be under federal control, and that  
 there should be established at once reasonable laws to  
 insure proper use, elimination of waste, conservation  
 and perpetuation of supply of our forest material.  
 In addition to this the government should do  
 still more to promote scientific and practical knowl-  
 edge of forestry, especially as to better methods of  
 planting and as to the kind of trees to be planted. We  
 have not yet heard of the ginkgo being made use of as  
 a forest tree, yet it is valuable for its timber, of rapid  
 growth and it has enjoyed the reputation of being im-  
 mune from attack of any insect or blight of fungus.  
 Several of the trees collected in Western China by Mr.  
 E. H. Wilson for the Arnold Arboretum are likely to  
 prove valuable for forest purposes as well as for land-  
 scape use. His new spruces and firs are of particular  
 promise in this connection.



# ROSE GROWING UNDER GLASS

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Ruzicka. Such communications should invariably be addressed to the office of HORTICULTURE.

## Planting

Do not delay planting in any way now, as all young plants must be in by the first of August in order to get established before the short days of the winter hit them. A poorly rooted plant will never grow, and it will take some time for the plants to root in properly. The weather has been ideally cool, even if a little wet, giving growers an excellent chance to hustle the planting along. Hot weather may start in almost any time, greatly hindering the work of replanting. Get it done now.

## Soil

The later the planting is done the more carefully should soil be selected, and if it has been put up since last fall care should be taken to have it well prepared for the benches. This is one job that it will not pay to scrimp on, as we are bound to do here and there with shortage of help on all sides. Have the soil well chopped and thoroughly mixed with manure. If the soil has been piled up without any manure in it try and add at least some real old manure which seems to contain the right kind of bacteria to put the soil right, and these are lacking in fresh manure. Plants will do much better in soil like this than they will in soil with a lot of fresh manure in it only. Use cow manure, even if it will cost two or three times as much. After some experience with horse manure as a substitute, we like the cow manure better, especially for American Beauties. Aim to have the manure well distributed so that there will be no patches of extra rich soil and some of very poor soil after the benches are all filled. Proper care taken when cutting the sod before it is taken in will take care of all this. Try and turn the soil over twice, especially if it is rough and coarse. It will save a whole lot of extra work and worry when it comes to scratching up the benches, even if it does take another day of precious time before it can be wheeled in. By keeping the rain off the heaps by means of canvas covers, or straw, the soil should not be too wet and ought to be quite easy to work. When cutting the soil, see that the men cut all the way down in a straight line. Men like to dig under the heap and let it fall over but this is a lazy man's way and soil thus handled will never be in the shape it should.

## Bonemeal

Use plenty of bonemeal in the soil at planting time, especially when you expect to run the plants longer than one season. Add it to the sod when the latter is turned

over the second time. Then let it lie for two days at least, and the chances are it will heat a little, thus doing away with a whole lot of weed seed which seem to enjoy getting right in where they are least wanted, and getting real busy at the very first opportunity. See that this is put in evenly all through the pile, so that all plants have an equal chance at it. They will find it fast enough, so see that it is there, all over for them to find. In buying look for quality always and only never mind the price. You may be able to buy some bone which is the dust from a knife handle factory, and this of course differs from the bone which is made only from raw bone from butcher shops and packing plants. The latter of course is the one to use, as the former is nowhere near as good. Never buy bone by price only, as it is an expensive way to do.

## Depth of Soil in Benches

The later the plants are put in the less soil should be used which should not be over four inches even in the early planted houses. There is nothing to gain with deep soil for roses. Not only does it take much more work to wheel in that much more soil and then wheel it out again in the future, but it makes it very hard to control the plants in the winter time when the days are dark and short. Three inches of soil is plenty for any rose we know now forced in the greenhouses, and this means about four inches of rough soil when the benches are filled. Level the benches well before they are filled so that they will not be much deeper in some places than they are in others, and then be very careful to level off the soil well. It is best to have a man right there, two men rather, one on each side of the bench, and have them level the soil as it is brought in. A little experience in this line will soon enable the men to make a real good job of leveling, and that is what is necessary; no half way work on this point. The coarser pieces of sod should be kept moving forward all the time so that they will get into the bottom of the bench, possibly over some space between the boards where the men were a little too generous when the bench was built and drainage provided.

## Tying

Houses that have been planted earlier in the season will have to be tied up now, if this work has not been done as yet. It will do the plants good to lie around a little after planting, especially Beauties, but it should not be overdone, or spider and spot are likely to set in, and we know only too well what a combination they make. Put Beauties on wires and on wires only, using



five to go across a bench with four rows of plants. All other roses will do better on stakes where the plants have to be handled by common help. We have grown Teas very successfully on wires, but it requires a little different handling, care in cutting and so on. Have good braces to start with, and see that the wires are in good condition. If not, repair them well before making any attempt at stretching them, as they will only break and hurt someone besides doing a whole lot of damage to the plants, as the loose ends suddenly tear through. See that the wires for Beauties are not too high above the plants. The higher the first wires are, the more hard wood there will be between the roots and the growing top of the plant, making it harder for the sap to flow and thus more or less hindering the plants and keeping wood from setting. Never should the first wire be higher than twelve inches above the level of the soil in the bench. It should not be any lower either though, for if it were put lower it would stop the circulation of the air among the plants more or less, this

meaning spot, and if there is any disease more troublesome to Beauties than spot, we do not know of it. As soon as the first wires are strung proceed with the tying, using white string for the first work both on Teas and on Beauties. Old carnation string will be as good as anything if it is not too far gone. Be careful not to tie the Beauty plants straight up. If they had been allowed to lie around at all they will be inclined to lean on one side or another, and that is the way to tie them. Try however to bend them in all directions except south, southwest and southeast. This of course taking for granted the houses run east and west. The bottom of the plants will have a chance to get more sun this way and it will be better for them as they will break far more freely. Tie quite tight and yet not tight enough to cut and choke the plants, being careful to put the string around the wire once or twice to keep the plants where you want them, otherwise they will slide when they are syringed and this will cause a lot of annoyance to say the least.

#### PHILADELPHUS.

Among the shrubs which give beauty to northern gardens in early summer Philadelphia, or as it is popularly called Syringa and Mock Orange, is perhaps only surpassed in interest and value by the Rose and the Laurel (*Kalmia*). The plants are natives of eastern and western North America, Japan, China, the Himalayas and southeastern Europe. In the Arnold Arboretum collection there are some thirty species, several distinct varieties of some of the species, and a large number of hybrids for in few genera of plants has the hybridizer been more successful in producing new and valuable forms. Plants in this group are in bloom during fully six weeks, the earliest being a form of *Philadelphus Schneekii* named variety *Jackii* for Mr. J. G. Jack, who discovered it in Korea, which in ordinary seasons opens its flower-buds during the last week of May and the latest, or almost the latest, the hybrid *P. insignis*, which does not flower before the middle of July. Among the species which seem best worth a place in the garden is the European species *P. coronarius*, the Mock Orange of old gardens, which was cultivated in England before the end of the sixteenth century and was probably one of the first shrubs brought to America by the English. It is a large and hardy shrub and is chiefly valuable for the fragrance of its flowers which are faintly tinged with yellow. Among the American species which should find a place in all collections of hardy shrubs are *P. inodorus*, *P. pubescens* and *P. microphyllus*. The first is a medium-sized plant with arching branches and large solitary, pure

white, cup-shaped, scentless flowers and by many persons considered the most beautiful of the whole genus. *P. pubescens*, sometimes called *P. latifolius* and *P. grandiflorus*, and known in gardens under various other names, is a native of the southern Appalachian region and a shrub sometimes twenty feet high with stout erect stems and branches, broad leaves, and large, slightly fragrant flowers arranged in erect, from five to ten-flowered racemes. *P. microphyllus* is a Rocky Mountain species with leaves less than an inch long, and small, intensely fragrant flowers. This is a compact and hardy shrub, growing here in the Arboretum about three feet high and broad.

The most distinct and the handsomest of the Asiatic species which flowers here is *Philadelphus purpurascens*, discovered by Wilson in western China. It is a shrub with long arching stems from which rise numerous branchlets from four to six inches long and spreading at wide angles. On these branchlets the flowers are borne from base to apex on drooping stalks; they are an inch and a half long with a bright purple calyx and pure white petals which do not spread as they do on most of the species but form a bell-shaped corolla, and are exceedingly fragrant. This is one of the handsomest of the shrubs brought from western China to the Arboretum. *Philadelphus Magdalenae* from central China is another handsome plant well worth general cultivation. It is a broad, tall shrub with arching stems, small, dark green, finely toothed leaves and pure white fragrant flowers an inch and a quarter in diameter and arranged in drooping, leafy, many-flowered panicles from six to ten inches in length. *Philadelphus*

*pekinensis* from northern China and Mongolia is a stout bush rather broader than high which every year produces great quantities of small flowers tinged with yellow and is well worth a place in the garden. Another interesting garden plant, *P. Falconerii*, which is certainly Asiatic and probably Japanese, has narrow, lanceolate leaves and fragrant flowers in from one to six-flowered racemes, and is distinct in the shape of its leaves and its long narrow petals. This plant was sent to the Arboretum many years ago by the Parsons Nursery at Flushing, Long Island, but nothing more is known of its origin or history.

By crossing *P. coronarius* with *P. microphyllus* the French hybridizer Lemoine obtained many years ago a new race to which the name *Philadelphus Lemoinei* was given. The type of this race is a perfectly hardy shrub four or five feet high and broad, with slender stems which are now bent down by the weight of innumerable flowers. These are intermediate in size between those of the two parents and retain the strong perfume of the flowers of the Rocky Mountain plant. A number of forms of this hybrid, varying in the size and habit of the plant and in the size and shape of the flowers, were produced by Lemoine, and they are all good plants of great beauty and interest. Indeed this group must be considered one of the great contributions made by man to gardens in the last fifty years. Lemoine produced other hybrids like *Conquête*, *Nuée Blanche*, *Rosea* and *Perle Blanche* of rather uncertain origin. They are all interesting but perhaps less beautiful than some of the forms of *P. Lemoinei*.—*Arnold Arboretum Bulletin*.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## PROGRAM OF THE ST. LOUIS CONVENTION

The official program for the forthcoming convention to be held in St. Louis, Mo., August 20, 21, 22 was sent out to members of the society during the past week. The program, from a business point of view, is more than usually attractive, as will be seen by the following, which has been supplied in advance of the mailing:

### First Day, Tuesday, August 21.

#### OPENING SESSION

2.00 p. m.—Opening exercises in Convention Hall. Convention called to order by August H. Hummert, vice-president St. Louis Florists' Club. Address of Welcome by L. Jules Bourdet, vice-president S. A. F. Address of Welcome by Hon. Henry Kiel, Mayor of St. Louis. Response, J. Fred Ammann. President C. H. Totty's Address. Reading minutes of executive board. Report of the secretary. Report of the treasurer. Report of the Washington representative. Reports of state vice-presidents. Reports of standing committees. Reports of special committees. Discussion of amendments to be voted on at evening session. Miscellaneous business. Judging of trade exhibits. Consideration of place of meeting for 1920.

#### EVENING SESSION

8.30 p. m.—President's reception. The reception will be held in the Jefferson Hotel. President Totty wishes it to be distinctly understood that the reception will be informal and that the most comfortable clothing will be the most appropriate to wear.

Amendments to Constitution and By-Laws to be voted upon:

To amend the portion of Article 11, Section 2 (b), Elections and Appointments, by inserting after the sentence "Such representative shall be the president of such organization and must be a member of this Society," the following sentence:

Should the president of any such organization be or become unable to serve as its representative, through sickness, or for any other reason which is acceptable to the president of the Society, then the vice-president shall act in his place and stead during the period of such inability.

And at the end of paragraph (b) of the same section, adding: The chairmen of the Publicity Committee, the Publicity Finance Committee, the National Flower Show Committee, respectively, shall act and serve as directors for and during their terms of office as the same appear upon the records of the Society; but if any such chairman shall be already a director, then the committee of which he is chairman shall have no further or separate representation upon the board.

To amend Article VI—Plant Registration by striking out the first two paragraphs and substituting:

Any member originating or acquiring a plant which is believed to be new to commerce, or which embodies a varietal difference sufficient to make it distinctive and separate from any existing variety,

may register the same with the Society both as to description and name, provided such plant is not covered by any society or organization devoted to the interests of its species, in which case any application for registration will be referred to such society or organization. The secretary shall on receipt of an application for registration, and a description of the plant, with the name proposed for it, give public notice of such application in the trade papers; and if, after the lapse of three weeks from the date of such application no protest shall have been filed with the secretary, he shall issue a preliminary certificate of registration, confirmation of which, by final certificate, can only follow after such plant, or flowers from the same, has been exhibited at a meeting or exhibition held by any organized florist club or horticultural body, when the exhibit shall be judged by a special committee appointed by the president of the Society, ten days notice of such exhibition having previously been given to the Secretary. Any plant for which registration is sought must show an improvement over existing varieties; a mere varietal difference is not to be considered sufficient to entitle the exhibitor to a final certificate.

The following recommendation of the Board of Directors is to be voted upon:

That an appropriation of \$250 be made to the use of the Committee on School Gardens.

### Second Day, Wednesday, August 21

#### MORNING SESSION

10.30—Nominations of officers for 1919. Report of Committees on President's address. Report of committee on National Credits and Collections Bureau, by R. C. Kerr, chairman. Discussion. Address, "National Credits and Collections," by F. S. Webb, Chicago, Ill. Discussion.

#### AFTERNOON SESSION

2.00 p. m.—Report of Committee on Publicity, by Henry Penn, chairman. Discussion. Address, "Publicity," by Major P. F. O'Keefe, Boston, Mass.

### Third Day, Thursday, August 22.

#### MORNING SESSION

10.00 a. m.—Election of Officers for 1910. Polls open from 10.00 a. m. to 11.00 a. m., or until all in line have voted.

Question Box. Deferred business. Report of Judges of Trade Exhibition.

### Third Day, Thursday, August 22

#### AFTERNOON SESSION

2.00 p. m.—Address, "The Coal Conservation Order as it Applies to Florists," by a United States Fuel Administration representative. Discussion.

4.00 p. m.—Report of Committee on Convention Garden, by Theodore Wirth, chairman.

Report of National Flower Show Committee, by George Asmus, chairman. Discussion.

#### Special Meetings

#### TUESDAY, AUGUST 20

10.00 a. m.—Meeting of the Florists' Telegraph Delivery Association.

#### WEDNESDAY, AUGUST 21

9.00 a. m.—Annual meeting of the Florists' Hail Association.

10.00 a. m. Annual meeting of the Ladies' Society of American Florists.

### THE TRADE EXHIBITION.

With prospects of a splendid attendance at the convention, the Trade Exhibition is now an object of much interest to those who are able to take advantage of it for the display of productions of a trade character. While it is yet early to report as to the extent of the exhibition, there is every indication that it will be quite large, and a credit to the society. Many requests for plans have been received in the past week at the secretary's office, showing that growers and manufacturers are alive to the possibilities which the expected large gathering will present to exhibitors. Space reservations have already been made for the following:

Henry A. Dreer, Inc., Philadelphia, Pa.  
S. S. Pennock Co., Philadelphia, Pa.  
Chicago Carton Co., Chicago, Ill.  
Joseph Heacock Co., Wyncote, Pa.  
Burlington Willow Ware Shops, Burlington, Ia.  
A. L. Randall Co., Chicago, Ill.  
Wertheimer Bros., New York, N. Y.  
W. A. Manda, Inc., South Orange, N. J.  
Kroeschell Bros. Co., Chicago, Ill.  
Poehlmann Bros. Co., Chicago, Ill.

### THE PUBLICITY CAMPAIGN

The secretary is able to report a very satisfactory continuation of his trip in behalf of the National Publicity Campaign Fund. In Milwaukee he, with Chairman George Asmus of the Publicity Finance Committee, were guests of the Milwaukee Florists' Club which held a special meeting in order that the objects of the campaign and its benefit to the trade might be properly explained, and the work of the Promotion Bureau demonstrated. Many subscriptions were forthcoming at this meeting, and a number of new members for the society obtained. Next day the secretary made a round of calls upon the florists of Milwaukee and vicinity and was most cordially received everywhere; the results of his visit are quite noticeable in the subscription report, and in addition to the subscriptions he has to report an influx to the membership roll of twenty-one annual and three life members. He feels under deep obligation to Messrs. Hunkel, Rutsch,



Kennedy and Pollworth for courtesies extended and help given during his stay in Milwaukee.

In Minneapolis and St. Paul the secretary had a most hearty reception, and the support given him was generous and in volume somewhat unexpected. The florists of the twin cities held a special meeting, and gave a banquet at the Elks' Club. The meeting was largely attended and much enthusiasm over the work of the society was apparent; Hans Rosacker presided, and the proceedings were interesting indeed. The secretary explained the work of the S. A. F. and told of what was being accomplished in behalf of the trade. He, of course, dealt at length with the work of the Publicity Committee, and explained fully the details of the campaign in progress. The result of his visit was a subscription-list amounting to about \$500, twenty-two new annual members, and two life members. The thanks of the secretary are due to all who rendered him assistance, and particularly to Hugh Will, Cal. Rice, Theodore Wirth, Hans Rosacker, R. A. Latham, Max Kaiser and Olaf Olson.

In Fargo, N. D., every florist subscribed to the fund or took out a membership in the society. In this city, as in others, the secretary's reception was most gratifying; he desires particularly to express thanks for the very great assistance given by John Shotwell and F. D. Smedley.

With the florists falling in to line as they appeared to do on the secretary's route, should those whose locations preclude the possibility of personal contact hesitate to send in their contributions—especially as, if they will only stop to think, they are florists who have much to gain from the publicity secured? One of the objects of the campaign is to promote inter-city business. It would be a surprise to some of those who are hesitating were they to know of the very large number of letters received by our Promotion Bureau from people in remote communities asking for information as to how orders for flowers could be filled at distant points. These letters have come from all parts of the country and from France, England, Cuba, the South American Republics, and other countries. All were indicative of immediate business, and no doubt much business of a continuous nature. The writers of these letters received courteous replies and the fullest information possible.

The fund now is nearing the end of its fourth stage. The fifth stage is 'the last ten thousand.' How soon can we accomplish its completion?

## A VISIT TO JAMES DEAN



The New York Florists' Club has an Alumni Association, so-called, composed of the ex-presidents of the Club. Recently they visited at his home in Freeport, N. Y., the veteran James Dean whose health had prevented his leaving home for a long time. We take pleasure in presenting a picture of the group—Mr. Dean and Mrs. Dean in the foreground. The gentlemen in the row directly back of Mrs. Dean are A. L. Miller and Chas. H. Totty. In the next row are W. H. Siebrecht, Frank H. Traendly, Alex. S. Burns, Walter F. Sheridan, William Duck-

ham and W. Albert Manda. In the background, Henry Weston. The visit was a surprise to the family but Mrs. Dean was equal to the emergency with her old-time hospitality and the visitors spent one of the pleasantest afternoons imaginable.

Since receiving the photograph and when writing the foregoing, the news comes by telegraph of Mr. Dean's death on Tuesday, July 16. This sad event will make the visit to Freeport memorable for all who participated. Further notes of Mr. Dean's career will be found in the obituary notice on another page.

Those who now have the spirit of the campaign thoroughly within them feel that completion should come speedily—and it will, if the, no doubt, well-intentioned nonsubscriber will only exert himself to overcome his hesitancy, and turn in a subscription. It is not a "gamble"—it is money well expended, and the assurance goes with it that it will come back through increased business, and consequent prosperity. Remember the parable of the talents. Don't let the little subscription which you assuredly are able to provide go unused—use it in this great cause, and be sure of a manifold return.

The following additional subscriptions are recorded:

Annually for Four Years—Eli Cross, Grand Rapids, Mich., \$15; Hartnett Flower Shop, Grand Rapids, Mich., \$10; W. C. Elmman, Corfu, N. Y., \$5; Michael Rocklin, Sioux City, Ia., \$5; M. A. Patten Tewksbury, Mass., \$25; Holton & Hunkel Co., Milwaukee, Wis., \$100; Gust Rusch & Co., \$50; Schroeder Floral Co., \$5; E. Welke Co., \$10; Otto Sylvester, Oconomowoc, Wis., \$5; Rentschler Floral Co., Madison, Wis., \$25; Cudahy Floral Co., Cudahy, Wis., \$25; William Lubliner, Milwaukee, Wis., \$24; Will Brothers Co., Minneapolis, Minn., \$100;

R. A. Latham, Minneapolis, Minn., \$15; Minneapolis Floral Co., Minneapolis, Minn., \$10; J. F. Hess, Minneapolis, Minn., \$5; Thomas S. Lynes, Minneapolis, Minn., \$5; Carl I. Lindskoog, Minneapolis, Minn., \$10; S. S. Cargill, Minneapolis, Minn., \$10; Swansons, Inc., Minneapolis, Minn., \$15; Julius Rieck, Minneapolis, Minn., \$10; Thomas H. Hall, Minneapolis, Minn., \$10; C. H. Linde, Minneapolis, Minn., \$5; Walter Pier, Minneapolis, Minn., \$5; John Martens, Minneapolis, Minn., \$5; Robert C. Stern, Minneapolis, Minn., \$5; Onar E. Amundson, Minneapolis, Minn., \$25; Holm & Olson, Inc., St. Paul, Minn., \$50; Max Kaiser, Merriam Park Floral Co., St. Paul, Minn., \$15; Henry J. Puvogel, St. Paul, Minn., \$5; T. B. Comandros, St. Paul, Minn., \$20; O. R. Eckhardt, St. Paul, Minn., \$10; A. Fischer, Chicago, Ill., \$25; John Fuhrmann, Chicago, Ill., \$25; W. W. Adams, Chicago, Ill., \$10; Adolph Malchon, Chicago, Ill., \$12; Graff & Dresel, Chicago, Ill., \$10; Albert Hall, Chicago, Ill., \$20; Shotwell Floral Co., Fargo, N. Dak., \$25; The El Paso Carnation Co., El Paso, Ill., \$10; The Sacramento Florist Society, Sacramento, Cal., \$25; Louis Burk, Philadelphia, Pa., \$10.

For One Year—P. N. Hermes, Merriam Park, Minn., \$25; L. S. Donaldson Co., Minneapolis, Minn., \$100.

Second Subscription—Edlfsen-Leidiger Co., Milwaukee, Wis., \$15; Ida Baumgarten, Milwaukee, Wis., \$7; Rice Bros., Minneapolis, Minn., \$30; Smedley Floral Co., Fargo, N. Dak., \$10.

Total, \$1,008.00; Previously reported from all sources, \$36,530.75; Grand total, \$37,538.75.

JOHN YOUNG, Secy.  
1170 Broadway, New York,  
July 13, 1918.



## CLUBS AND SOCIETIES

### AMERICAN GLADIOLUS SOCIETY.

The ninth annual meeting and exhibition of the American Gladiolus Society will be held in Elmwood Music Hall, Buffalo, N. Y., August 14, 15, 16, and 17, 1918. The business meeting will be held at 3 p. m. on the first day. A good array of prizes is offered in both the commercial and non-commercial classes. Every effort has been made to so distribute the prizes that every amateur or small commercial grower can successfully compete. It is hoped that the attractive prizes, as well as the central location of Buffalo, may bring out a large number of exhibitors. Growers east and west can easily reach Buffalo, and a large attendance of gladiolus lovers is desired.

Flowers convey messages of cheer to hearts heavily laden with the anxieties of the war, but strange as it may seem there are persons who would snatch even this boon of comfort from us. Let us cultivate and exhibit beautiful flowers for their peaceful influence. Every owner of a garden should do his part, and we hope there will be no flower slackers within reach of Buffalo.

The final premium list has been mailed, and if you have not received a copy write without delay to the secretary, A. C. Beal, 212 Kelvin Place, Ithaca, N. Y.

### NASSAU COUNTY HORTICULTURAL SOCIETY.

The monthly meeting of the above society was held Wednesday evening, July 10. There was an excellent display of flowers and vegetables on the exhibition tables. Rocco Cerrullo, Glen Cove, was elected an active member and two petitions for membership were received. The judges appointed Angus and F. H. Meech and their awards were as follows: Tomatoes, 1st, John W. Everitt; string beans, 1st, Frank Petroccia; peas, 1st, Frank Petroccia. A fine collection of stock exhibited by Thos. Twigg were well worthy of the cultural certificate awarded. An excellent collection of vegetables, exhibited by Frank Petroccia were awarded a cultural certificate; cauliflower, honorable mention, Ernest Westlake; lettuce, thanks of the society to Arthur Smith and A. J. Young, and honorable

mention to Ernest Westlake and Louis Hubbard; sweet peas, honorable mention to Harry Jones and Ernest Westlake; gladioli, honorable mention to Louis Hubbard.

It was decided to hold the dahlia show on Wednesday, Oct. 2nd and the chrysanthemum show on Thursday, Oct. 31st, and Friday Nov. 1st. Thos. Twigg gave a short talk on his method of growing stocks, which proved very interesting. Mr. Holloway read an interesting letter from Henry Grant, one of our members in the service abroad. Harry Jones, from Portchester, Mr. Collins of Carters, Boston and Mr. Sperling, representing Stumpp & Walter Co., New York, all members of this society were present and made a few remarks. Competition for our next monthly meeting to be held on Wednesday, Aug. 14, at 7 p. m., are: sweet corn, lima beans and gladioli.

HARRY GOODBAND, Cor. Secy.

### WESTCHESTER AND FAIRFIELD HORTICULTURAL SOCIETY.

At the monthly meeting held in Greenwich, Conn., July 12, the feature of the evening was an illustrated lecture by a representative of the Bell Telephone Co. The outing and games will be held at Lawrence's Inn, Mamaroneck, N. Y., on Tuesday, August 6. Games will start at 11 a. m. Shore dinner, 2 p. m.

The following awards were made: Vegetables, 1st, W. Graham; 2nd, C. Duncan; 3rd, J. Stuart; 4th, R. Grunett; 5th, P. W. Popp. For 6 varieties of vegetables there were 20 entries. Heamanthus King Albert, from P. W. Popp, won 1st prize. This was a novelty, its bright orange blossoms attracted attention. Lilium regale, 2nd, from R. Williamson; Lilium regale, 3rd, from J. Stuart. George E. Baldwin, Oscar Addor and committee received a hearty vote of thanks for their efforts in making the summer flower show at Mamaroneck a success. Mr. Addor presented the prizes to the successful exhibitors.

JACK CONROY, Cor. Secy.

The Rose Society of Ontario held their annual rose show at 22 College street, Toronto, July 3d. There were thirty-nine exhibits and about 300 varieties of roses.

### THE AMERICAN INSTITUTE OF THE CITY OF NEW YORK.

The eighty-seventh fair of The American Institute of the City of New York will be held at the Engineering Building, 25 to 33 West 39th street, between 5th and 6th avenues, on September 24th to September 26.

A liberal schedule of premiums for dahlias and other seasonable flowers, fruits and vegetables has been issued and copies may be had on application to W. A. Eagleson, Sec'y Board of Managers, 324 West 23d street, New York. In connection therewith is a list of special prizes offered by the American Dahlia Society. This includes the following:

#### List of Special Premiums.

Class A—Display of dahlias, grasses or other foliage allowed, quality and arrangement to count, 100 sq. ft. or over. 1st, silver medal; 2nd, bronze medal. Offered by Michell's Seed House, Phila., Pa.

Class B—Display arranged for effect, space 50 sq. ft. 1st, American Dahlia Society's silver medal; 2nd, bronze medal.

Class C—Six vases of Collarette dahlias. 1st, \$6; 2nd, \$4. Offered by Bessie Boston Dahlia Gardens, San Mateo, Cal.

Class D—Bowl or vase decoration of Paeony-flowered or Decorative dahlias, any foliage. 1st, \$6; 2nd, \$4. Peter Henderson & Co., New York.

Class E—Basket or hamper decoration of Cactus dahlias, any foliage. 1st, \$6; 2nd, \$4. Henry A. Dreer, Inc., Phila.

Class F—Best table centerpiece of dahlias for effect, any foliage, for amateurs and private gardeners only. Silver cup offered by Stumpp & Walter Co., New York.

Class G—Best decorative vase of ball-shaped double dahlias. Silver cup offered by W. Atlee Burpee & Co., Phila.

Class H—Vase of any good stemmed Decorative or Cactus dahlias, 1st, \$5. R. Vincent, Jr., & Sons Co., White-marsh, Md.

Class I—Best vase of modern Cactus dahlias, 12 flowers, not less than four varieties. Silver cup offered by W. Atlee Burpee & Co.

Class J—Most meritorious exhibit in the show by any exhibitor, professional, private gardener or amateur. Gold medal awarded by the Dahlia Society of California.

Class K—Collection of dahlias, not over 25 varieties, by an amateur. 1st, \$6; 2nd, \$4. John Lewis Childs, Flow-erfield, N. Y.

Class L—Best unnamed tested seedling Dahlia, to be shown in one vase on long stems, \$10 offered by the American Dahlia Society. If deemed worthy, the winner to be called Dahlia J. Harrison Dick. No restriction as to the number of entries in this class by one exhibitor.



Class M—basket or hamper of Dahlia Newport Wonder. 1st, \$6; 2nd, \$4. Mrs. Mabel Voss Chapman, Westerly, R. I.

Class N—Best vase of dahlia. Cut glass, value \$5, by P. W. Popp, Maroneck, N. Y.

Class O—Largest dahlia flower in the show, \$1, Geo. L. Stillman, Westerly, R. I.

Class P—Smallest Dahlia flower in the show, \$1, Geo. L. Stillman, Westerly, R. I.

Certificate of Merit for any seedling dahlia novelty which is deemed distinct and sufficiently meritorious.

The silver and bronze medals of the Toronto Horticultural Society for the best seedling dahlia, any type, shown by professional gardeners or commercial growers.

The annual exhibition of chrysanthemums of the American Institute of the City of New York and the Chrysanthemum Society of America will be held November 6th to 8th, in the Engineering Building, 25 to 33 West 39th street, New York.

#### ST. LOUIS FLORISTS' CLUB.

The St. Louis Florists' Club held a very interesting meeting Thursday afternoon, July 11th, on the grounds of the Bourdet Floral Co. The lawn under the big shade trees, afforded a fine meeting place and forty members were in attendance.

W. A. Rowe, chairman of the trustees, reported that arrangements were all completed for the annual picnic to be held at Romona Park, Thursday, July 18th. Secretary Beneke, of the Publicity Committee, reported that a large sum of money would be available for advertising beginning early in the fall and that the monthly subscriptions were coming in regular each month. Chairman W. J. Pilcher, of the Membership Committee, in his report stated that over 100 members of the Club were now members of the S. A. F. and the Club would have a representation on the board of directors of the S. A. F.

The trustees announced that E. Strehle, Supt. of Public Parks, had extended an invitation for the Club to hold its next meeting at Forest Park in the Jefferson Memorial.

Nominations of officers were made as follows: President, Aug. H. Hummert; vice-president, W. J. Pilcher; secretary, J. J. Windler; treasurer, W. C. Smith; three-year term trustee, Alex Luri. The election will follow next meeting.

Matters pertaining to the S. A. F. Convention was then taken up and discussed and all chairmen of committees reported. After adjournment President Bourdet invited the members to partake refreshments and a rising vote of thanks was given the host.

## Obituary

James Dean.

On Tuesday morning, July 16, James Dean passed away at his home in Freeport, N. Y., aged 74 years. Mr. Dean was a charter member of the New York Florists' Club, and served as its president in 1892, also as president of the Society of American Florists in 1892, the year of the first Washington Convention. James Dean was born in Scotland. At the age of 5 years he came to this country with his father who had been a gardener in Scotland and who took a private position in Astoria, Long Island. The young man assisted his father until the outbreak of the Civil War when he enlisted in the 72nd N. Y. Volunteers in 1861 and served until the close of the war, coming home holding the rank of lieutenant. He was twice wounded. In 1890 he was commander of the U. S. Grant G. A. R. Post in Brooklyn.

On his return from the South he first took a position with W. C. Wilson in Astoria, later in a private place at Bay Ridge and in 1875 formed a partnership with J. M. Keller, which was dissolved five years later and he started business alone in the same neighborhood where for many years he was prosperous and bore an enviable reputation as an expert plant grower. The time came when the railroad wanted his location for a station and he disposed of the property at a very remunerative figure and retired to spend the last few years of his life in a well-earned leisure. James Dean endeared himself to a wide circle of friends in the florist trade by his unfailing good nature, manliness and genial hospitality, and his companionable traits were well supplemented by those of Mrs. Dean in whose home a welcome was always ready and who will now have the universal sympathy of the craft in her great bereavement.

Frank N. Meyer.

Frank N. Meyer, agricultural explorer for the United States Department of Agriculture and an expert of world-wide reputation, mysteriously disappeared from on board the N. Y. K. river boat Feng Yang Maro, Saturday evening, June 1, according to word brought to Shanghai. It is believed that he fell overboard and was drowned in the Yangtze a short distance out of Wuhu. Mr. Meyer was bound from Hankow to Shanghai. Capt. Inwood said that Mr. Meyer ap-

peared in normal health and spirits before his disappearance, though he had complained of a slight headache Saturday afternoon. The explorer's effects were handed over to the Japanese Consulate on arrival of the ship here.

Mr. Meyer, who was 42 years old, had spent a great deal of time in research throughout China, making many discoveries valuable to agriculture in the United States. The explorer had also made extensive surveys in South America. He was an authority on the agricultural activities and products of the ancient Incas. He was, moreover, a good fellow well liked wherever known.

Millie K. Cook.

Miss Cook with her stepmother conducted the flower store of her father, the late Harry C. Cook, at 1208 South Broad street, Philadelphia. She died on July 13th at that address after a lingering illness. Miss Cook was a lady of admirable character, of excellent business ability, and was highly respected by all who knew her. The funeral took place on the 18th, interment at Fernwood Cemetery. Services at her late residence were attended by many representatives of the trade.

Henry Haag

In the necrology of the week was recorded the death of Henry Haag one of the best known florists of Western Pennsylvania. He died while visiting in Johnstown and the remains were taken to Pittsburgh for burial.

#### THE ROSE GARDEN.

There is a wine we may not taste till June  
Betrothes her odours to the throstle's tune.  
Deep draughts delicious then each guest  
may drink,  
From cups of cream and crimson, white and pink,  
Such nectar as annihilates desire  
For aught less perfect: that begets a fire  
Of some strange ecstasy in lover's eyes,  
And lifts the poet-soul to Paradise.

S. C. THURMAN.

Food production and food conservation along horticultural lines are to be the foremost features of the Mid-West Horticultural Exposition in Des Moines, Iowa, November 5-8, 1918.

**VIBURNUM PLICATUM**

Also Berberis Thunbergii, Hydrangea  
Paniculata, Weigela, Spiraea, etc.

Ask for complete list of  
**OAK BRAND SHRUBS.**

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PENN., U.S.A.**

Robert Fyfe, Pres. Antoine Winter, Vice-Pres.  
We are subscribers to the Nurserymen's Fund  
for Market Development



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### New York Seed Trade,

Business is really over for the season and we are wondering now what will happen in 1919 as far as seed selling is concerned. The 1918 crops both here and in Europe are still very uncertain and we know not even now in many cases what we shall have to pay our growers for such seeds as they may be able to deliver, as arrangements with them generally were that prices would be fixed about the time of the harvest. It is to be hoped that prices will not be high, for we feel sure that we have already reached our limit in altitude and if unusual advances are made we shall be accused of profiteering and furthermore it is quite certain that sales will diminish.

#### Seed Crop Conditions.

The United States Seed Reporter says that a majority of the growing vegetable seed crops are in good condition, according to reports received from many large growers in the United States, although failures have been reported for some crops in certain sections. A deficiency of moisture all the season and hot weather during June damaged many crops severely in California and the Pacific northwest, while in the middle west and east good stands are reported because of the unusually good growing weather that has prevailed. Crops growing in the river districts of California have suffered the least from drought, and the prospects in this section are that fair to normal seed crops will be harvested, although reports dated June 28 estimate recent damage by the hot weather in this section from fifteen per cent to "slight damage," according to local conditions. Growers in the east and middle west almost uniformly report good growing conditions, although stating that it is too early in the season to make an intelligent forecast. Stored root crops were damaged by frost last winter in many sections and some growers state that this will result in a decreased acreage.



## SWEET PEAS

Winter flowering Spencer Australian Varieties direct from the Originator.

### FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Calceolaria, Calendula, Cineraria, Cyclamen, Gypsophila Gr. Alba, Mignonette, Pansy, Snapdragon. All selected stock.

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**"Seeds with a Lineage" All Varieties**  
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of Commerce Bldg., Boston, Mass.



U. S. Food Administration.

Br'er Tater ain't skeerin' up a ghos' wen he say we alls mus' eat less wheat en less meat en save all de fat en sugar we kin. We has jist got ter feed dat big army er fightin' sojer boys, en we kin do hit by eatin' right smart mo' taters en garden sass en eatin' mo' fish en game 'stid er pork and beef. Ef we alls don't gin ter feed dem sojers right now we'll be feedin' somebody 'fo' long en it won't be us.

#### BERMUDA LILY BULBS COMING

We have received a telegram from Wm. F. Gude reporting that the war trade board has passed the following resolution in regard to the importation of lily bulbs from Bermuda: "Resolved, That the licenses shall be issued for the importation of lily bulbs from Bermuda when shipped by the S. S. Charybdis." This is good news.

#### NEW CORPORATIONS.

Ashtabula, O.—Silvius & Silvius Floral Co., capital stock, \$15,000. Incorporators, Roy L. and Virginia Silvius.

Houston, Tex.—San Jacinto Seed Co., capital stock, \$10,000. Incorporators, J. P. Rikard, J. D. Franklow and R. Gerard.

## Freesia Purity

MAMMOTH SIZE

Also 5-8 and up

FREESIA—refracta alba 5-8 inch. SWEET WILLIAM—single mixed fine strain.

CYCLAMEN Seed. Finest American grown from the very finest strains.

Prices on Application

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## GARDEN SEED

BEEF, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

**S. D. WOODRUFF & SONS**  
82 Dey St., NEW YORK and ORANGE, CONN

## J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors for One Hundred Years

WRITE FOR OUR 1918 SPECIAL CATALOGUE  
To Market Gardeners and Florists  
Pratt and Light Sts., BALTIMORE, MD.

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A MONTHLY MAGAZINE FOR  
WESTERN NURSERYMEN  
FLORISTS, SEEDSMEN

Contains alphabetical listings of available surplus stock, etc.

\$1.00 per year. Foreign \$1.50

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LOS ANGELES, CALIFORNIA

When writing to advertisers kindly mention **HORTICULTURE**



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Telegraphic orders forwarded to any part of the United States, Canada, and Foreign Countries. Orders from the trade for delivery in New York and vicinity receive special attention.

*Cost of Cabling Foreign Deliveries Must be Prepaid. Reference or cash must accompany all orders from unknown correspondents.*

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**Penn.**  
*The Florist*

"The Telegraph Florist"

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**KANSAS CITY**

Transfer Your Orders to

**SAMUEL MURRAY**

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Deliver orders from any part of the country to

**New York City**

Write or Telegraph

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32 NEWBURY STREET, BANGOR, ME.

*We Cover all Points in Maine*

**Providence, Rhode Island**

**Johnston Brothers**  
LEADING FLORISTS

38 Dorrance Street  
Member Florists' Telegraph Delivery

## Of Interest to Retail Florists

### LET FLOWERS DOMINATE

When will the grower realize higher prices for his produce? This seems to be the prevalent query to the future welfare of the producer to enable him to carry on in spite of the government restriction of coal supply so necessary to help win the war and with which the trade want to co-operate by assisting in every way possible.

Now let us assume that we were not connected with the flower business at all and we had to send a gift to somebody for certain anniversaries, weddings, birthdays, motherhood and many other occasions where remembrances were in order. How often would you think of flowers? Well, perhaps you might think of flowers. Why not make the gift of flowers dominate in the mind of everyone when there is a doubt as to what to send? If we succeed in partly doing this, don't you think the demand for flowers ought to automatically increase the price, and if it does, may not the grower expect his proportion also?

Now if it were possible to make every one in your city or town see your floral display, that would be one way, but as this is almost impossible, the next method should be by publicity (newspapers preferably) thereby calling attention to flowers. By this manner and means you have the most

### IN THE National Capital

At your service to deliver Flowers or Designs on Order by Telegraph or otherwise. Prompt Reliable Service.

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Established 1874

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**HELP do YOUR BIT To-day**  
By **SELLING THRIFT** and  
**WAR SAVING STAMPS.**  
**STAND** behind THE **FOOD**  
**CONSERVATION LAWS.**  
Display prominently **PATRIOTIC POSTERS.**  
**DO IT NOW**

## JOHN BREITMEYER'S SONS

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**Artistic Designs . . .**  
**High Grade Cut Blooms**

We cover all Michigan points and good sections of Ohio, Indiana and Canada. Members Florists' Telegraph Delivery Association.



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Write or Phone to

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FLOWER DELIVERIES FOR ALBANY  
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761 Fifth Ave.

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42 West 28 Street  
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**A. T. BUNYARD**  
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413 Madison Ave. at 48th Street  
Also Newport, R. I.

I GUARANTEE SATISFACTION  
**MEMBER F. T. D. A.**



# CHICAGO Send Your Orders to WILLIAM J. SMYTH

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Michigan Ave. at 31st Street

Prompt Auto Delivery  
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**NEW YORK** 561 Fifth Ave.  
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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock, Regular discount to Trade.  
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**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

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**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.

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**S. A. ANDERSON**  
440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
stock and prompt deliveries in BUFFALO,  
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**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
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**Randall's Flower Shop**  
HARRY I. RANDALL, Proprietor.  
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effective and quickest method to bring  
to the public the use of flowers and  
the more you talk about them the  
more you make them think and use  
them.

Then will flowers dominate and then  
will we come to a bigger and better  
business so that the Publicity Com-  
mittee, when funds are needed to do  
nationally together with what you are  
expected to do locally, will have no  
difficulty in accomplishing their task.

*Henry Penn*

Chairman, National Publicity Commit-  
tee.

Hudson, N. Y.—The Allen Green-  
houses, 36 Green street, have been  
purchased by William Christians, who  
will operate them under his own  
name.

**F. R. PIERSON CO.**  
FLORISTS AND  
PLANTSMEN  
TARRYTOWN-ON-HUDSON, - N. Y.

SEND ORDERS  
**FOR BOSTON**  
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To **JULIUS A. ZINN**  
4 PARK STREET, BOSTON, MASS.

Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
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Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
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And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
Everything First-Class  
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Delivered on mail or telegraph order for  
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**EYRES**  
Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
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**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
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tention.  
**HOLM & OLSON, Incorporated**  
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**DENVER, COLORADO**



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5 Barrel Bale . . . . \$2.50  
6 for \$13.50

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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
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The House for Quality and Service

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2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON July 17		ST. LOUIS July 15		PHILA. July 15	
Roses						
Am Beauty, Special	20.00	to 25.00	40.00	to 50.00	.....	to 50.00
" " Fancy and Extra	12.00	to 16.00	25.00	to 30.00	.....	to 40.00
" " No. 1 and culls	2.00	to 6.00	0.00	to 10.00	.....	to 10.00
Russell, Euler, Mock	1.00	to 8.00	3.00	to 15.00	8.00	to 25.00
Hadley	2.00	to 10.00	2.00	to 5.00	4.00	to 12.00
Arenberg, Hoosier Beauty	1.00	to 6.00	2.00	to 6.00	.....	to 5.00
Ward	1.00	to 6.00	2.00	to 6.00	3.00	to 8.00
Killarney, Radiance, Taft	1.00	to 6.00	3.00	to 6.00	3.00	to 8.00
Ophelia, Sunburst, Hillingdon	2.00	to 8.00	2.00	to 6.00	4.00	to 10.00
Carnations	.50	to 2.00	2.00	to 3.00	2.00	to 4.00
Cattleyas	50.00	to 60.00	.....	to 50.00	.....	to 100.00
Lilies, Longiflorum	4.00	to 12.00	.....	to 12.50	15.00	to 18.00
Lilies, Speciosum	3.00	to 6.00	.....	to 1.00	5.00	to 10.00
Lily of the Valley	0.00	to 10.00	5.00	to 6.00	4.00	to 8.00
Gladoli	2.00	to 6.00	4.00	to 6.00	6.00	to 10.00
Peonies	.....	to 2.00	2.00	to 4.00	2.00	to 5.00
Sweet Peas	.50	to 1.00	.80	to .30	.75	to 1.00
Asters	.....	to 1.00	.....	to 1.00	.....	to 1.00
Adiantum	1.00	to 1.25	1.00	to 1.00	1.00	to 1.50
Smilax	15.00	to 25.00	10.00	to 12.50	25.00	to 30.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 50.00	50.00	to 50.00

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568-570 WASHINGTON STREET - BUFFALO, N. Y.

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ROSES, VALLEY and  
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CUT FLOWERS

### ROBERT DYSART

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Simple methods of correct accounting  
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Headquarters for

CYCLES, BASKETS, WIRE DESIGNS  
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Send for price list if you have not re-  
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### CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

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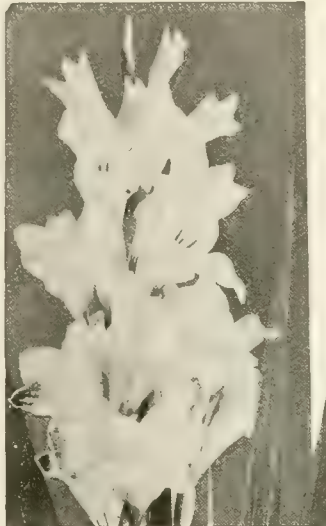
Flower Market Reports

There is but little life to BOSTON the flower market this week and mid-summer dullness prevails. Roses are plentiful and are running better than usual while carnations are beginning to shorten up. Lilies are of good quality and are readily disposed of and lily of the valley is scarce with but little demand for it. Cupid evidently has taken a vacation. Gladioli are beginning to be plentiful and are selling fairly well, while asters are just making their appearance.

Conditions in the market at this time do not vary much from the usual late July state of affairs. Short roses in nearly all leading varieties are in fairly good supply but the long stemmed stock of good quality is rather scarce and the demand on roses about equals the supply. Good carnations are hard to get as a rule. Gladioli are beginning to come in in quantity and will soon be plentiful. Gypsophila, both the annual and perennial, is in good supply and makes a good filler. Shasta daisies, gaillardia and other outside flowers are in fair supply and help out the market, as are also lilies of good quality.

Asters and gladioli NEW YORK now supplement the moderate supply of roses and carnations. The asters arriving are not of a very good quality while gladioli are earlier and better than usual. There is quite enough of everything to meet the daily needs of the retailer and then some. Both the size of the flowers and the quantity of carnations is on the wane. There are plenty of long stem roses but few that can be called fine—particularly pink. The demand for orchids and valley is quiet. Lilies, both pink and white are plentiful and cheaper.

Last week stock PHILADELPHIA came in more freely and by Saturday there was quite some accumulation and it went at sacrifice to the street boys, the weather that day being unfavorable. On the whole, however, there is not much cause to complain as general conditions compare very favorably with this time a year ago. In fact, as any retailer will tell you they are having to pay more for their flowers this season than last. Roses are more plentiful, Russell leading with white and pink Killarney also very good. Scott Keys and Jonkheers extra fine. In fact these two



# GLADIOLI

Of the newer and better varieties, the kinds grown especially for cut flowers, and wonderful stock it is, at

**\$6 and \$8 per 100**

*Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies*

Business Hours during the summer, 7 A. M. to 4 P. M.; Saturdays close at 1 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK  
117 W. 28th St.

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Franklin & St. Paul Sts.

WASHINGTON, 1216 H. St., N. W.

WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI July 15		CHICAGO July 15		BUFFALO July 15		PITTSBURG July 15	
Roses								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	20.00	to 30.00	25.00	to 30.00
“ “ Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	15.00	to 20.00	15.00	to 20.00
“ “ No. 1 and culls.....	8.00	to 10.00	8.00	to 15.00	5.00	to 15.00	3.00	to 10.00
Russell, Euler, Mock.....	5.00	to 12.00	5.00	to 25.00	4.00	to 10.00	4.00	to 12.00
Hadley.....	5.00	to 10.00	.....	to 25.00	3.00	to 6.00	.....	to 10.00
Arenberg, Hoosier Beauty.....	4.00	to 8.00	4.00	to 15.00	4.00	to 12.00	.....	to 10.00
Ward.....	3.00	to 5.00	2.00	to 8.00	2.00	to 4.00	3.00	to 8.00
Killarney, Radiance, Taft.....	3.00	to 5.00	2.00	to 10.00	2.00	to 8.00	3.00	to 8.00
Ophelia, Sunburst, Hillingdon.....	3.00	to 8.00	3.00	to 12.00	3.00	to 6.00	3.00	to 12.00
Carnations	2.00	to 3.00	1.00	to 3.00	1.00	to 2.00	1.00	to 3.00
Cattleyas.....	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00	.....	to 75.00
Lilies, Longiflorum.....	10.00	to 15.00	10.00	to 10.50	8.00	to 10.00	.....	to 12.00
Lilies, Speciosum.....	.....	to 10.00	.....	to 10.00	8.00	to 10.00	.....	to 10.00
Lily of the Valley.....	.....	to 6.00	5.00	to 6.00	6.00	to 8.00	.....	to 10.00
Gladioli.....	6.00	to 8.00	10.00	to 12.00	6.00	to 10.00	4.00	to 8.00
Peonies.....	.....	to 3.00	3.00	to 8.00	2.00	to 3.00	.....	to 10.00
Sweet Peas.....	.35	to .50	.50	to 1.25	.50	to 1.00	.50	to 1.00
Asters.....	.....	to 1.00	.....	to 1.50	1.00	to 1.25	1.00	to 1.25
Adiantum.....	.....	to 1.00	.75	to 1.50	1.00	to 1.25	1.00	to 1.25
Smilax.....	15.00	to 20.00	15.00	to 25.00	15.00	to 20.00	.....	to 15.00
Asparagus Plu. & Spreng. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 75.00

may be said to have taken their acknowledged place as reliable summer varieties. Asters and gladioli are stronger features as the days roll by. Carnations are on the wane.

The flower market PITTSBURGH continues firm with enough demand to meet the supply. Prices remain unchanged and the stock offered is of good quality. On the other hand the dearth of out-door bloom is making a demand for table and general home decorations that does not always prevail at this season of the year.

Market conditions continue very quiet. Shipments are pretty well cleaned up each day, only the poorer

grades and those that are most unsalable go to waste. The supply of roses is none too heavy but the quality is holding up well. Lilies are plentiful but the demand is not large. Sweet peas sell well. Carnations are short cut and quality poor. Larkspur is about over. There is a good supply of miscellaneous stock which finds ready sale for Saturday and Sunday trade at the cemetery. Gypsophila is plentiful and extremely useful.

Trade as usual at this ST. LOUIS season is dull. Stock is being thrown out and when good stock is needed a search must be made for it. Good carnations and roses Russell, Ophelias and Ward are at fair prices. Ferns are plentiful. The gladioli supply is increasing. Sweet peas are about over.



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ROSES AND CARNATIONS	Last Part of Week ending July 13 1918		First Part of Week beginning July 15 1918	
American Beauty, Special .....	15.00	to 25.00	15.00	to 25.00
" " Fancy and Extra .....	5.00	to 12.00	5.00	to 10.00
" " No. 1 and culls .....	.50	to 4.00	.50	to 4.00
Russell, Euler, Mock .....	1.00	to 8.00	1.00	to 8.00
Hadley .....	.75	to 8.00	.75	to 8.00
Arenberg, Hoosier Beauty .....	.50	to 5.00	.50	to 5.00
Ward .....	.50	to 3.00	.50	to 3.00
Killarney, Radiance, Taft .....	.50	to 4.00	.50	to 3.00
Ophelia, Sunburst, Hillingdon .....	.50	to 6.00	.50	to 5.00
Key .....	1.00	to 10.00	1.00	to 10.00
Carnations .....	1.00	to 2.00	1.00	to 2.00

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## Visitors' Register

Boston—Winfred Rolker, A. Rolker & Sons, New York City.

Chicago—W. J. Sharp, of Wm. Rennie Co., Toronto, Can.; Ed Eisner, with Grimm & Gorley, St. Louis; V. Christius, Tracy, Minn.

Philadelphia—Edward Swayne, West Chester, Pa.; William F. Gude, Washington, D. C.; Walker McDougall, Peter Henderson & Co., N. Y. City; Geo. W. Hess, Botanic Gardens, Washington, D. C.; Chas. P. Guelf, Jerome B. Rice Co., Cambridge, N. Y., and his niece, Miss Gladys Reed, Washington, D. C.; A. W. Richardson and daughter, Savannah, Ga.

### NEW FLOWER STORES.

Bridgeport, Ct.—James Horan, Main and Bank Sts., Sept. 1.

Toronto, Ont.—G. W. Warren, Bloor and Lippincott streets.

Milwaukee, Wis.—North Side Floral Co., 977 Third St.

Lima, O.—Fred Calvert, 136 N. Main St., succeeding Fenegar Flower Shop.

Chicago, Ill.—Michael Poletsos, Chamales Building, about Sept. 1st.

### "SAY IT WITH FLOWERS."

The American Red Cross has established what is known as a convalescent house at each of forty-four Army and Navy camps and cantonments. It is to these that our wounded Sammies go from the big hospitals where they have been undergoing treatment. Many of these boys are those that have come back to us from abroad, some minus a hand, an arm, a foot, a leg—maybe horribly gassed or burnt. The Red Cross is doing a bit more than just a bit to alleviate the suffering of these men. Is your sympathy with these chaps? Then "Say it With Flowers." The convalescent house at the army camp or the navy camp right near your own establishment wants flowers and you, Mr. Retailer, Mr. Wholesaler, Mr. Grower, Mr. Gardener are best in position to fill a few vases to cheer up these boys, and you owe it to yourself to do so. Its mighty nice to remark in words that you're sorry for these poor unfortunates, but the better way is to "Say it With Flowers."

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#### MISCELLANEOUS

	Last Part of Week ending July 13 1918		First Part of Week beginning July 15 1918	
Cattleyas.....	35.00	to 60.00	30.00	to 50.00
Lilies, Longiflorum.....	3.00	to 5.00	3.00	to 5.00
Lilies, Speciosum.....	3.00	to 5.00	3.00	to 5.00
Lily of the Valley.....	2.00	to 5.00	2.00	to 5.00
Gladioli.....	2.00	to 4.00	.....	.....
Peonies.....	1.00	to 2.00	.....	.....
Sweet Peas.....	.10	to .25	.15	to .20
Asters.....	.....	.....	.....	.....
Adiantum.....	.25	to .50	.25	to .50
Smilax.....	6.00	to 10.00	6.00	to 8.00
Asparagus Plumosus, & Spreng. (100 bunches).....	10.00	to 15.00	8.00	to 15.00

## The Coal Situation

As we are about to go to press word has been received from the secretary's office of the Society of American Florists that President Totty has received a telegram to the effect that the modification of the fuel order allowing a forty per cent minimum has been accepted by the government.

### A WARNING.

Editor, HORTICULTURE:  
Dear Sir:

Reports are being received of activity by stock salesmen and promoters, principally representing companies whose securities have doubtful value, in efforts to secure the exchange of Liberty Bonds for the stocks which they have for sale. This practice is specifically disapproved by the Treasury Department, and we are compelled to characterize any continuance of it as an act unfriendly to the government.

If your readers have such cases come to their notice, I will be glad to have them write me promptly giving the name of the company issuing the stock, the name of the stock which is being offered, its address, the name of the salesman and the names of the officers of the company if they can be secured.

Very truly yours,  
CHARLES A. MORSS, Chairman,  
Liberty Loan Com. of N. E.

Toronto, Ont.—Geo. Hatcher, Avenue road, has closed his store until Sept. 1st.

### GREENHOUSES BUILDING OR CONTEMPLATED.

Ottawa, Ont.—Ben Everest, range of Lord & Burnham houses.

The latest peculiar ruling is that the growing of flower seeds for commercial purposes is a non-essential. Compare it with some of the peculiar "essentials" officially rated as such!—*Boston Traveler*.

## TREES, SHRUBS, VINES and HERBACEOUS PERENNIALS

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## LOCAL AND GENERAL NEWS

### PHILADELPHIA.

Samuel S. Pennock and William F. Gude made a flying visit to Dreer's at Riverton on the 12th inst.

George W. Hess was expected to go to Waretown in the party by auto on the 12th inst. but on account of slight illness on that date he went home to Washington instead.

John Westcott and Robert Craig were among the Philadelphians who went to Long Island on the 18th inst. to pay their last respects to their dear old life long friend, James Dean.

Some twenty of the Niessen boys went on a picnic on Sunday, July 14th, to Buena, N. J., as the guests of Wm. La Croix, the well-known lilac grower at that point. There was a band, and a flag raising; a ball game and plenty of refreshments. A very pleasant day was spent.

Capt. F. H. Clement of the Kelly street Business Men's Association is spending the summer at his rural retreat in Castine, Maine. He says his roses have come through the past severe winter there better than he expected—in fact better than in his home garden in Long Island.

Paul Huebner, landscape superintendent of the Reading railroad system, celebrated his 67th birthday on July 16th. There were old friends around at the dinner party, a little "Brut" and some Romeo and Juliet cigars. But above all, were the many hearty good wishes for many happy returns of the day. A great horticulturist, a great specialist, a wit and a humorist and a jolly good fellow tried and true! That's Paul. A delight to all who know him.

John Westcott and family are spending the summer at Atlantic City. William Westcott comes up to Philadelphia every day to attend to business. The elder Mr. Westcott puts in part of his time on his farm on the shore of Barnegat Bay. He had as his guests recently Wm. F. Gude of Washington, D. C., Dr. P. H. Lane of Philadelphia and others of note and distinction. Among his recent callers at Ridge and Lehigh Avenues were Mr. and Mrs. Herbert Pennock, from Jupiter, Florida, who are on a summer visit to their old friends around Philadelphia.

### ROCHESTER, N. Y.

Prospects at the trial grounds of James Vick's Sons are good. The season so far has been ideal.

George T. Boucher and wife are spending a few days at Canandaigua Lake. Mrs. C. Duffy of same firm has returned.

On Wednesday evening, July 17th, the Venetian Song and Light Festival was held under the auspices of the Park Department.

Robert Bier of Cornell and J. L. Wellington, Sec'y of Monroe Co. defense committee, inspected war gardens in this city on July 12th.

The Tussock moth has again made its appearance in apple orchards in Monroe County and is causing considerable damage. An application is recommended of five to six pounds of arsenate of lead paste to 100 gallons of water. It is advisable when spraying for this insect to use lime-sulphur solution 1 to 40 to act as preventive of apple scab or fungus.

### CHICAGO.

Robert Newcomb, well known in Chicago, and in the trade, has joined forces with Mr. Miller of Farmington, Utah, and will open a fine store in the fall under the name of the Miller Floral Co., at Salt Lake City, Utah.

Mr. and Mrs. Sam'l J. Pearce celebrated their 31st wedding anniversary on July 10th with a family reunion.

I. Goldstein, of the Am. Bulb Co., has just returned from Japan. He reports that since the embargo on lilies the Japanese growers have made no preparations for shipping them this season.

The high cost of living is receiving attention from some of the business men in north west side in Chicago. The Irving Park Public Market was opened last week and Saturday it was visited by more than 12,000 patrons and friends and there were twenty-nine farm truck loads of vegetables and four truck loads of fruit.

The Chicago Flower Growers Association held their eighth annual meeting July 15th. The members were well pleased with the improvement in business for the past year. They elected five directors as follows: Geo. C. Weiland, Chas. McCauley, Rudolph Ellsworth, Joseph Schoos, Paul Klingsporn. The directors elected these officers: President, Geo. C. Weiland; vice-president and treasurer, Chas. McCauley; secretary, Rudolph Ellsworth; Manager, Paul Klingsporn.

### CLEVELAND

The annual outing of the Florists' Club will be held July 24 at Willoughbeach. The entertainment committee, of which C. E. Russell is chairman, announces a fine program consisting of sports and contests of interest to all. Willoughbeach is a fine picnic ground, having all the necessary facilities besides being very convenient of access.

The chief midsummer attention of the publicity committee is being given to the increasing practice of employing the phrase "Please omit flowers" in the funeral notices. Convinced that something constructive must be accomplished, the publicity committee of which H. P. Knoble is chairman, has appropriated \$200 to be used during the months of July and August, for this purpose.

The wholesale market was closed Sunday, July 14, the Sunday closing agreement of the wholesalers taking effect on that date. This change was decided upon at a meeting of wholesale florists held at the Cleveland Cut Flower Co., July 11, and was unanimously adopted. For the benefit of the trade the market will be kept open until 8 p. m., on Saturday evenings, 6.30 being the opening and 5 p. m. the closing hour on week days except Saturdays. Several of the downtown retailers are also seriously debating the question of Sunday closing. This would work out well with the larger avenue stores but perhaps would prove detrimental to the interests of the smaller florists located near the cemeteries.

### PITTSBURGH

Spiro Kepp, manager for the M. M. Kronis Co. at the Penn. R. R. station, East Liberty, has returned from a vacation spent at his former home in Minneapolis.

Ernest C. Ludwig entertained the America club at his country place at Mars, Pa., over the week end. Mrs. J. C. Ludwig a sister of the host is also his guest for a few weeks.

A long period of dry weather has had a bad effect on the war gardens of this vicinity. All vegetation and even the lawns have taken on a withered appearance. The garden products however have been satisfactory up to the present time with the exception of potatoes which do not appear to thrive in Pennsylvania soil.



## BOSTON.

Through the co-operation of P. A. O'Connell, Suffolk county food administrator, and the Massachusetts Horticultural Society, a community market will be opened in Horticultural Hall, July 31. This market will be free for the disposal of surplus products of 30,000 patriotic citizens and their war gardens. The market will be open Wednesdays and Saturdays until further notice. Applicants for space in the market should apply to W. L. Terhune at 29 Mason street.

## WASHINGTON, D. C.

The War Trade Board has decided to discontinue the handling of Canadian importations under general licenses, and beginning July 20 all articles the importation of which has been restricted from other countries, will require individual import licenses when imported from Canada and Newfoundland.

## ST. LOUIS.

A "Publicity" meeting took place at the Wm. C. Smith Wholesale Floral Co. July 9th.

The Fuel Administration orders, according to Geo. Moore, director of Shaw's Garden, will hit the garden as there will be no flower shows except chrysanthemums next year. Beds will blossom with turnips and peas instead of phlox and hyacinths. Special dispensation has been obtained for enough coal to maintain the permanent collections of tropical plants but the growing houses wherein are propagated the bedding plants and the flowers that make up the Easter and Christmas displays will be closed.

## NEWS NOTES.

Schenectady, N. Y.—Thieves are said to have entered the flower shop of Julius Eger at 735 State street some time July 7. According to the complaint, \$21 in cash, which was in an envelope on the desk, was taken. En-

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trance was gained through a rear window which was not locked.

Reading, Pa.—The Florists' Association met last week with Paul Bachman presiding, and the annual outing was discussed. A committee composed of the president, secretary and Harry C. Huesman was appointed to make arrangements. The date has been set as the 25th of this month, and the place as the Mountain Springs Association home.

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**Synopsis of Plant Kingdom** This is one of the most important features of the new edition. It constitutes a general running account of the classes, orders, and groups of plants, with a brief sketch or characterization of 215 of the leading families comprising those that yield practically all the cultivated plants. These family descriptions give the botanical characters; the number of genera and species and the ranges; a list of the important genera; brief statements in regard to the useful plants; and diagrammatic illustrations.

**Illustrations** There are 24 colored plates; 96 full page halftones; and more than 4,000 engravings which serve as guides in the text.

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**Translation and Pronunciation of Latin Names** In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

**Class Articles** Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

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## During Recess

### GARDENERS' AND FLORISTS' CULB OF BOSTON

The grand annual picnic of the club will be held at Cunningham Park, East Milton, on Wednesday, July 24, 1918.

This will be the second picnic held since our country entered the great European War. Over thirty members have joined the colors, quite a number of whom were present at the picnic of 1917 and participated in the athletic events. While we will miss them greatly on the coming occasion, we are proud that they have answered their country's call for men to save democracy and civilization, and we know that it is their earnest wish that we should hold our picnic as usual.

The sporting events will start promptly at 10 o'clock, and the list is a very attractive one. The following members will have charge of the various events:

Ringmaster, W. J. Kennedy; Starter, P. M. Miller; Handicapper, James Methven; Clerk, W. N. Craig; Umpires for Men's and Ladies' Baseball Games, S. J. Goddard, G. W. Hamer; Umpire for Boys' Baseball Game, Kenneth Barney; Umpire for Football Game, Daniel Iliffe; Judges—H. H. Bartsch, F. Cave, R. Cameron, J. Donald, K. Finlayson, S. J. Goddard, G. W. Hamer, W. H. Judd, J. R. Ness, W. C. Rust, F. E. Palmer, C. P. Sweetser, F. Allison, J. L. Russell, T. W. Little, W. H. Golby.

General Picnic Committee—A. K. Rogers, C. P. Sweetser, W. H. Judd, J. Methven, F. J. Elder, G. W. Hamer, H. H. Bartsch.

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Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. FRANKLIN BARRETT, Breeder, 4815 D St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

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3-in. 4-in. 5-in. 6-in. 7-in. 8-in.  
7c. 20c. 25c. 35c. 50c. 65c.

Field grown plants of Otaksa for August shipment, 25% less.

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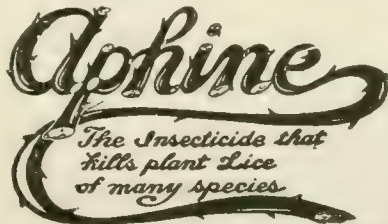
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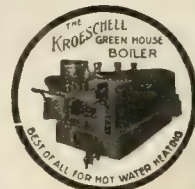
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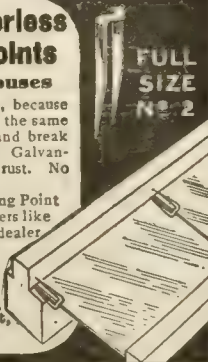
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JULY 27, 1918

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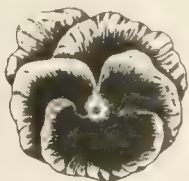
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# LETTERS FROM AN OLD TO A YOUNG GARDENER

## On Hybridizing and Crossing the French Iris

### Description of the Parts of an Iris Flower Used in Hybridizing

We need know only a few terms to understand in a description, those parts of a flower used in crossing, but for the same reason a physician should know anatomy a gardener should know the anatomy of plants. The more we know of plant physiology the better. At the end of this letter two or three interesting books to get acquainted with will be given as an appendix. The outer parts of an iris flower are called the perianth. This consists of six segments. Three are upright or incurved. They are called the 'erect segments of the perianth. Three are horizontal or hanging down. These are named the drooping segments of the perianth. Within the floral envelope thus formed are the male organs and parts of the female. The pollen, usually called the male agent, is contained in the anthers, indicated in the figures by the letter A. Those parts of what are usually called the female organs, which are enclosed in the perianth, are the stigmas, marked in the pictures by the letter S. Each stigma has two lips, shown by the letter L.

The flower in figure 2 has had the drooping segments of the perianth removed, revealing the three anthers A, and directly



IRIS ATHENA.

Figure 1



back of them, the three stigmas, S. The only other part of immediate importance to the hybridizer is the ovary with its ovules. The former is marked O in the cuts. It is generally green, and not a part of what we usually think of as the flower. The ovary has three divisions, each connected with a stigma. The terms given are the old ones, but perfectly legitimate. To have used the modern ones would have complicated the description. They are long and would have needed microphotographs to explain them. The pollen grains strictly speaking, are not the male organs, or the ovules the female, they are only groups of cells containing them.

For the purpose of crossing we may look upon an iris flower as an apartment house having three suites, each occupied by one couple. If we wish the seed pod to be symmetrical, like those shown in Figure 9, we must be sure each family has about the same number of children. To ensure this we must apply the pollen to each stigma. The seed pods shown came from a plant, one of whose flowers is seen in Figure 1. They show good pollination and fertilization, as each division of one pod contained fifty plump seeds. Figure 3



is a picture of an iris flower with part of the wall of one section of the three celled ovary cut away to show the ovules, which are the small white dots. When their contained female cells are fertilized, the ovules become seeds. The ovary grows and becomes the seed pod.

### How to Hybridize

The only instrument needed is a pair of strong tweezers. To buy one of the elaborate cases of instruments offered for sale is a waste of money. The sharp points of the tweezers should be rounded and polished, to prevent them from wounding the delicate tissues of the stigmas, in removing the anthers from the flowers, to be used as females. Even a slight abrasion, like that intentionally made to the stigma, in Figure 6, might result in imperfect fertilization.

### First Step

Every pleasant morning during the flowering season, walk between the rows of the varieties to be used as mothers, examining each plant to see which buds have begun to open enough to allow the tips of the drooping segments of the perianth to be grasped by the tweezers and broken off at the base, revealing the anthers A, which are then to be removed in the manner indicated in Figure 6. One blade of the tweezers is to be slipped behind the tip of the anther and carefully slid down to the position shown, then close the blades and remove the anther by drawing it away from the stigma. Repeat the process with the other two anthers. It is not safe to wait for the flower to open before removing the anthers as their pollen sacs may have burst, freeing the pollen grains. Insects may bring these in contact with the sensitive surfaces of the stigmas. When this has occurred and the flower afterwards pollinated with the chosen pollen, the record kept of the crossing will be unreliable. The surface of the anther shown in Figure



4 is smooth, indicating that the pollen is still within the sacs. When the erect segments of the perianth have expanded to the position in Figure 5 the stigmas are ready to receive the pollen. The time in warm sunny weather is from two to three hours after the first indication of the opening of the flower, that is from the time when you should have removed the drooping segments and the stigmas.

### Second Step

Walk between the rows of plants, whose flowers are to be used as males, selecting as many blossoms of a kind as you have females of the variety you wish to cross with them. Examine the anthers to see that the pollen has come out of the sacs. You can tell this by the anthers having lost their smoothness, appearing granular, from the escaped pollen grains, which are now ripe. Place the selected flowers in a flat market basket, like the one in Figure 8, which should also hold the tweezers, labels, pencils and record book. You should also have a light stool of cypress wood, which stands the weather. A good form is to be seen in the Figure 8 which is a general view of part of an iris garden of the size recommended, taken toward the end of the crossing season, and showing the labels, the developing pods, and the stakes to which the seed bearing stalks are tied. This should always be done each day as soon as a plant is crossed, as otherwise the tall stalks are likely to get broken. Observe the hole in the top of the stool for the hand, and the band at the bottom connecting the legs, and preventing them from sinking into the soft earth. Now having everything ready, like Uncle William, when he built his chimney, place the stool near the flower to be crossed, and sit in a comfortable position (for it is well to take life easy) from which the stigmas can be reached, without touching them except with the pollen. Next break off the three erect segments of the perianth, leaving only the three stigmas, as in Figure 6. The flower is now entirely prepared





# VEGETABLE CULTURE

Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Johnson. Such communications should invariably be addressed to the office of HORTICULTURE.

CONDUCTED BY

*John Johnson.*

## Celery

The most forward plantation of celery will now be in condition for blanching. See that the plants are well supplied with moisture at the roots before commencing to earth up and if a soaking must be given apply water a day or two in advance of the earthing operation. The employment of boards or stiff paper for this early blanching is generally preferable to soil, they allow greater circulation of air about the plants which is very desirable in hot weather and at the same time ensure perfect blanching. Moreover, the plants may be easily examined for pests and decaying leaves. Remove all faulty outside leaves and basal growths, then place the boards or paper collars in position and finish by drawing a few inches of soil up to the base of each board or collar. By this method of blanching, feeding and watering will not be interrupted. Care must be taken not to bruise either the leaves or stalks of the plant during the operation. If slugs or snails are troublesome place a little soot round the base of each plant. In fact, soot may be freely used both as a stimulant and as a deterrent to insect pests. A dusting of the foliage with soot about twice a week and while the dew is on the plants will prevent an attack of celery fly and also check rust. If soil is used in blanching, do not earth too deeply and see that the soil does not get into the hearts.

## General Remarks

String beans may still be sown in a sheltered position outdoors but it would be unwise to sow extensively as they may be nipped by early frosts. The better plan would be to make one sowing out of doors, another in cold frames so that protection may be given in the event of early frosts. Make a final sowing of lettuce and endive in the open ground and continue to transplant from previous sowings at every opportunity. Remember there should be no vacant ground in a well-ordered vegetable garden, and if everything has been planted to meet current and future demands, vacant plots, the space between the taller growing vegetables now maturing should be sown to cover crops as clover, vetch and soy beans. Rye, too, is a good cover crop and may be sown almost any time from now until late fall.

Potatoes should be given a further spraying to keep them clean and in a healthy growing condition. Although the potato bug may not now bother the crop to any great extent it is well to continue the spray of Bordeaux mixture as long as growth is active.

Frames which carried beans, early potatoes and similar crops may now be utilized for a sowing of parsley, beets or stump-rooted carrots for late fall use. The roots from these latter sowings will be small but of fine table quality while those from earlier sowings outdoors will be somewhat hard and stringy. Shade the seed beds until the seedlings appear and keep evenly moist, then give abundance of light and air.

for crossing. Break off one of the drooping segments from a flower to be used as a male. Grasp the anther, thus exposed, with the tweezers, and break the stem. Apply the anther to a stigma between the lips L in the cut, with the pollen surface next to the lower lip. Gently wipe off the pollen onto this lower lip withdraw the anther, and repeat the operation, with each of the other two anthers of the flower used as a male, and the two remaining stigmas of that used as a female.

In the directions usually given for crossing, you will find a brush is to be used in handling pollen. If you wish your records to be of value avoid this method, for if you employ it you will soon get a mixture of pollens; moreover, the pollen grains should touch nothing except the sensitive surfaces of the stigmas. As the sperms in pollen grains are not equally vigorous, it is best to apply many to each stigma. They should be only from strong selected plants with perfect flowers and well developed anthers. Discard any flower having even one imperfect anther, or in which the anthers are increased in number. Pollen is said to retain its vitality for some time. So do old men, but young fellows get the strongest children, so use your pollen fresh; as quickly as possible after it is ripe.

Apply it only to the stigmas of perfect flowers, growing on strong plants, and as soon as the erect segments of the perianth have expanded to the position shown in Figure 5—that is on recently opened flowers. If you want to use the pollen from an early flowering kind on one that blossoms late, grow the former on a north slope, and where it will receive direct sunlight for only five hours a day. The flowers will then be coming at a time when those of the same variety on a south slope exposed to sun all day will be passing.

For an old gardener whose hearing is failing these small clearings in the forest for retarding iris, or for preventing stray pollen from reaching the experiment patches of maize, as recommended in an earlier letter, have a charm. They bring him so near the forest birds he can hear their voices. The songs of the hermit thrush and the vireos form an accompaniment to his work, reminding him of the time when his whole world seemed to be "one glad sweet song."

*Tamworth, N. H. William Rollins*  
(To be continued)



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### Retrenchment days

We have now "lightless" days, "coal-  
 less" days, "wheatless" days, "meat-  
 less" days, and "retrenchment" days  
 can be added to the list. HORTICUL-  
 TURE, in common with all other publications, feels the  
 pinch of increased cost of paper, postage, and every  
 detail of printer's, engraver's and binder's work, sup-  
 plemented by decrease of advertising due to cessation

of greenhouse building, embargo on imported commer-  
 cial plants and bulbs, limitation on fuel, and general  
 business reaction resulting in greatly reduced business  
 in the many horticultural industries with which HOR-  
 TICULTURE is closely identified. This means unavoid-  
 able reduction in the size of our weekly issues but it is  
 our intention that this shall not affect injuriously the  
 quality of the reading which HORTICULTURE shall pre-  
 sent to its readers. In the issue of last week we gave  
 the first installment of a very practical and instructive  
 paper on the iris which is continued in this issue. Mr.  
 Ruzicka resumes the valuable series of chapters on  
 Rose Growing Under Glass and these will appear regu-  
 larly. Mr. Johnson will continue to supply chapters of  
 permanent value on the Growing of Vegetables. War  
 times make many economies for all and HORTICULTURE  
 is no exception, but let it be remembered always that  
 "fine goods often come in small packages" and intrinsic  
 value is not necessarily a matter of size. When the  
 wave of prosperity again strikes the enterprising houses  
 who have been liberal advertisers in the past, they will  
 no doubt come back again into the limelight of pub-  
 licity. When the advertisers emerge from their  
 trenches HORTICULTURE will promptly follow.

The late Paul Whitin of Whit-  
 insville, Massachusetts, used  
 New Chinese spruces and firs to say that in buying novel-  
 ties if one or two out of a

hundred proved to be real improvements it paid to buy  
 and test the hundred. Mr. Whitin was an enthusiastic  
 horticulturist who attained the great age of ninety-three  
 or ninety-four years, retaining his interest in horticul-  
 ture to the end of his life and he knew from long prac-  
 tical experience the truth of his statement. The ex-  
 plorations of recent collectors like Mr. E. H. Wilson  
 of the Arnold Arboretum and Mr. Frank N. Meyer,  
 whose death by drowning in the Yangtze it was our  
 painful duty to chronicle last week, have brought us  
 in the past ten or twelve years more really desirable  
 novelties than had been introduced in many previous  
 decades and probably more than are likely to be intro-  
 duced for several centuries hereafter. Mr. Meyer's work  
 was primarily in the line of economic plants, although  
 incidentally many valuable ornamental plants owe their  
 introduction to him, while Mr. Wilson has been chiefly  
 occupied in the collection of arboricultural material or  
 hard-wooded trees, shrubs and vines, although numer-  
 ous herbaceous and bulbous plants, many of them of  
 highest horticultural value have been introduced by  
 him. Many of these introductions take years to dis-  
 close their real worth, for instance the Chinese spruces  
 and firs, raised from seeds collected by Mr. Wilson while  
 on his first journey for the Arnold Arboretum are just  
 beginning to show their wonderful forms and marvelous  
 foliage. When the landscape gardener becomes ac-  
 quainted with them, and stock of them becomes avail-  
 able, he will no longer care to use the short-lived Nor-  
 way spruce and the American white spruce as he now  
 does so extensively. Among the Chinese spruces,  
 Picea asperata and its varieties notabilis and pon-  
 derosa, Balfouriana, montigena and retroflexa have  
 proved to be hardy with us and are great acquisitions.  
 Abies Delavayi and Abies recurvata are robust growing,  
 first with sharp pointed needles of the richest deep  
 green and quite rivalling in the richness of their foli-  
 age the yew trees of England.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## THE PUBLICITY CAMPAIGN

The secretary reports a good reception by the trade in Butte, Mont. Practically all of the florists there are now within the membership fold of the Society, and generous subscriptions to the Fund have been made.

In Spokane, Washington, he was also cordially received and a banquet given in honor of his visit. The florists there have organized for mutual benefit and the spirit of co-operation is very apparent. As a result of this visit interest in our Society has been greatly stimulated, and new members secured. The Secretary expresses a great indebtedness to State Vice-President J. W. Duncan, who is Superintendent of Parks, for many courtesies extended, and also to John F. Austen and C. T. Kipp for help and assistance cheerfully rendered.

Our Promotion Bureau in the past few days has been dealing with two problems which are of interest to all florists. One is an attempt made through the public press to Germanize our useful Cornflower and have it eliminated from the list of florists' flowers; the other is a movement to ban the presentation of flowers to hospital patients, because "nurses are scarce, and the time required for caring for flowers daily cannot be spared." This last problem might become serious were it not for the fact that our Bureau is sufficiently well organized to check the movement at the outset.

And yet there are hundreds of florists throughout the country who do not see the value of our Publicity Campaign and, therefore, fail to support it. Let one of these florists who may be located in communities where there are hospitals just figure how many sales he makes in a year where the flowers are known to be for hospital presentation, and he will be sure to admit that something should be done to prevent the prohibition of flowers in hospitals. He will realize the little he could do individually to stem the tide of adverse opinion, and, consequently, the need of organized effort, such as is presented by our Publicity Campaign. This is only an instance of the work taken up, but should alone be sufficient to break down that barrier of doubt which seems to exist in regard to the far reaching benefit accruing to the entire trade through our campaign work.

Can the trade afford to have the campaign minimized, or, perhaps, abandoned, for the want of just a little more support than has, so far, been given? The Publicity Committees are only asking for \$50,000 per year. Nearly four-fifths of this has been subscribed for the current year. The remainder is coming slowly—very slowly.

Now, to be plain, Mr. Non-subscriber, the fall season is approaching and the committees want to close *now* for the magazine publicity covering the season ending at Christmas. If you are going to help at all, your assistance is worth more at this time than, perhaps, it ever will be. Won't you send along that little subscription which your conscience prompts you to contribute, so that the Publicity Committee may report at our August Convention that our goal has been reached, and we can continue to spread the propaganda of the flowers which means so much for you, and everyone in the business?

## PAY AND YOU WILL ENJOY.

"Keep waiting for a free pass and you will never have a show." It's an old saying but it portrays the attitude of many men in our business who decry everything the other fellow does by holding aloof when the show-down comes along by refraining to give, but who would welcome the results of the other's efforts, at someone else's expense.

Of course, this unconscious attitude is changed when the proper show-me spirit is proven, as the efforts of our Secretary John Young have shown in his recent travels throughout the country, in which he has demonstrated the possibilities of our Publicity Campaign for everybody's benefit connected with our industry.

By encouraging the efforts now being made by your Publicity Committee you are creating new business which will eventually make itself felt generally. Added energy seems to be the slogan in all lines to help win the war, so that a little more energy in the way of appropriations to our campaign fund will also merit its own, and when you have paid for your pass you will enjoy the benefits derived tenfold the expenditures.

HENRY PENN.

Chairman, Nat. Pub. Com.

## THE ST. LOUIS CONVENTION AUGUST 20, 21, AND 22

The official program covering the Convention proceedings was mailed last week to every member of the Society. (It was published in full in HORTICULTURE.) If any member should fail to receive his copy, a request made of the Secretary will bring him another. At few Conventions of the Society have matters of greater importance to the trade been announced for discussion, consequently the attendance at every session in Moolah Temple should be large.

## THE TRADE EXHIBITION

This prominent feature of the Convention promises to be quite as interesting as usual. A few choice locations are yet available, and intending exhibitors should lose no time in communicating with the Secretary. The facilities afforded by Moolah Temple for a well-staged exhibition are splendid, allowing of plenty of light, liberal aisle room, and wall space for those who need it.

Floor plans may be had on application to the Secretary's office.

JOHN YOUNG, Secy.

## CHICAGO TO ST. LOUIS

The Chicago & Eastern Illinois railroad has been chosen for the trip of the Chicago Florists' Club members and friends to the annual convention of the Society of American Florists at St. Louis, Mo., August 20-22, leaving Dearborn Station, Monday, August 19, at 11.30 p. m., due St. Louis the following morning at 7.37 o'clock. The rates of fare one way, including tax, are: In coach, \$9.41; in sleeping car or parlor car, \$10.97. There is no party rate and no reduction for round trip. Pullman fares, tax included, are as follows: Lower berth, \$2.20; upper berth, \$1.76; drawing room, \$7.70; parlor car seat, \$1.10.

Regarding sleeping car accommodations, and all further particulars, address Sam M. Childs, General Agent Passenger Department, 108 West Adams street, Chicago. Telephone Harrison 5100.

Parties from other points passing through the city are invited to join the Chicago delegation on this train.

MICHAEL BARKER,

Chairman Transportation Committee.



## CLUBS AND SOCIETIES

### NEW YORK FLORISTS' CLUB

#### Transportation Arrangements

The Transportation Committee of the New York Florists' Club has made the following arrangements for transportation to St. Louis:

The party will proceed over the Pennsylvania Railroad on Sunday, August 18. Arrangements have been made for accommodation on the Keystone Express No. 21, leaving the Pennsylvania Terminal Station, 33rd street and Seventh avenue, at 2.04 p. m., and arriving in St. Louis at 5.25 p. m. next day, (Monday).

Under existing traffic conditions it has not been possible to secure any rebate in the regular rates, which for the train selected are:

Fare, New York to St. Louis,	
one way .....	\$31.68
War tax.....	2.53
Additional fare for Pullman	
train .....	5.28
War tax.....	.42
Pullman berth, lower.....	6.00
War tax.....	.60
Pullman berth, upper....	4.80
War tax.....	.48
or, inclusive fare one way—	
Upper Pullman berth.....	45.19
Lower Pullman berth.....	46.51

In view of the limited passenger service in these times available, all who wish to join the Club party should make early reservations.

Transportation Committee: A. L. Miller, Chairman; J. G. Esler, Thos. Boothe DeForest, Roman J. Irwin, Emil Schloss.

### ALBANY FLORISTS' CLUB.

The July meeting of the Albany Florists' Club was held at the beautiful home place of Fred Goldring at Slingerlands. There were about forty members present, some coming from Canajoharie, Saratoga, Rhinebeck, Troy and Schenectady, anxious to discuss the coal question which seemed to be the principal topic, the general opinion being that if they can get 50 per cent of their supply they will get through fairly well and with increased prices the trade generally will be better off. A committee was appointed to formulate a plan to fill some window boxes and vases to be donated by the club and placed in prominent places in the city of Albany with the idea of educating the public and incidentally of increasing the business.

It was agreed to have a clam chowder at Henkes Bros., Watervliet, at the next meeting, to be postponed to

Saturday afternoon, Aug. 17, for that especial occasion. A letter was read from the New York Florists' Club relative to the proposed prohibition of shrubs and trees with soil being imported from foreign countries. A short discussion was had on this subject but no action was taken.

There were plenty of refreshments, for hospitality unbounded is a trait at the Goldring home, and everybody went home happy after a most enjoyable meeting.

### F. T. D. MEETING.

During S. A. F. Convention, which takes place at St. Louis, Mo., Tuesday, Aug. 20, at 10 a. m., or 60 minutes after 9, and NOT 65 minutes after 9, as our President, Mr. Wm. F. Gude of Washington, states. He will open the meeting, and we all know very well that he can start something when he gets at it. Be sure and bring all your grievances and complaints along so they can be talked over and filed away. If you have any good ideas do not keep them to yourself, but share them with your brother professionals and help make things better and bigger for your own gain as well as for every one concerned in the florist trade.

ALBERT POCHELON, Secy.

### CHICAGO FLORISTS' CLUB

The Chicago Florists' Club held its July meeting out of doors as was planned, on July 18th, a good number being in attendance. The business of the club was made as brief as possible and a round table afforded all to discuss their problems new and old. President Lautenschlager appointed the following committee to look after the welfare of the S. A. F. visitors while here on their way to and from the convention: Paul Klingsporn, chairman, J. Michaelson, W. J. Keimel, Otto Amling, T. Waters.

### LANCASTER COUNTY FLORISTS' ASSOCIATION.

With bright skies overhead, a touch of real summer weather and about 125 people out for a good time, the picnic at the farm of ex-president B. F. Barr could not well be anything but the great success it was. As out-of-town guests we had with us Messrs. T. J. Nolan of N. Tonowanda, D. J. Keohane and C. U. Liggitt of Phila., Ralph Eaby of Paradise, Pa., and Mr. Marshall of Kennet Square with his wife, daughter, sister and mother. Mr. Therkildson of the Burpee Co., and S. S. Pennock, who expected to be with us wired their regrets.

The formal garden was the first attraction. The beds were just in their prime. The second attraction was the acres upon acres of evergreens. The peony acreage has been increased and a start made with perennial phlox. The farm end contains some thirteen acres of tobacco and immense tracts of corn. Altogether it is a model farm in a community of model farms.

Coming back to the house and lawn the sports were pulled off under the direction of Mrs. B. F. Barr, Mrs. Albert M. Herr, Mrs. Elmer Weaver and Mrs. Lemon Landis, with the following results:

Little girls' running race won by Ruth Baer; little boys' running race won by John Landis; larger boys' running race won by Robert Snodgrass; young men's running race won by Paul Weaver; hopping race (girls) by Francis Fine; hopping race (boys, by Harry Rohrer; wheelbarrow contest (girls) by Esther Kreider; wheelbarrow contest (boys) by D. Irwin Herr; throwing the ball won by Elizabeth Hershey.

Suitable prizes were awarded for these contests and the older people enjoyed themselves bowling on the green, croquet, quoits and card playing with a few sitting on the grass discussing the fuel situation and kindred subjects.

Six o'clock the lunch was indulged in, some in family groups and some in community groups all having an abundance and the club supplied the coffee and ice cream to complete the meal. About 9 p. m. found us bidding our host and hostess a fond farewell. This was meeting night but business was all deferred until we meet at the home of President Elmer Weaver, August 15.

ALBERT M. HERR.

### THE National Nurseryman

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National Nurseryman Pub. Co., Inc.  
HATBORO, PA.



## THE PEONY EXHIBIT OF GEO. N. SMITH, WELLESLEY HILLS, MASS.



## PEONY MULTIPLICATION

Editor of HORTICULTURE:

Dear Sir:—On page 641 of the June 29th number of your valued magazine is the following comment by Rev. C. S. Harrison on Peonies, Richard Carvel and Karl Rosenfield. "Richard Carvel is a resplendent red of glistening beauty. I had six planted late last fall and every one of them bloomed this spring. . . Karl Rosenfield took six years to produce one decent flower. It had six roots in six years. . . .

Richard Carvel in the same time had eighteen roots." Now, Mr. Editor, I agree with the above as to Richard Carvel except that in six years one root should multiply so as to produce at least seventy-five. But what was the matter with his Karl Rosenfield? A committee of the American Peony Society, consisting of Messrs. Leon D. Batchelor, B. H. Farr and Joseph Dauphin, describe it as follows, "Size, large to very large—growth, strong and healthy—blooming habit free—one of the best crimson varieties in the trade." Six roots from one in six years?

In the fall of 1912 I secured two roots and have been disposing of some from time to time and yet this fall—just six years—I will be able to divide so as to make at least one hundred good-sized roots.

One decent bloom in six years? Last month I had good blooms on divisions planted last September, and on two-year plants had five and six splendid flowers and was offered ten dollars each for five plants. On young plants, Richard Carvel will undoubtedly produce more flowers and is desirable

because of its earliness, but as a rapid propagator it will have to "go some" to keep up with Karl Rosenfield, and as to quality of bloom—well, Mr. Ed-

GIVING THE NEW EMPLOYEE  
A WELCOME

When you go into a country or a strange place you are grateful to the man who extends to you the hand of fellowship, to the one who makes you feel at home.

Remember the new employees on the job. They are strangers within our gates. Especially at this time when we are increasing our force are we afforded an opportunity of showing new employees that we are interested in them and that we are anxious for them to be satisfied. A little effort on your part can make the newcomers feel at home and will show them the feeling of co-operation you have helped to build up. You can do more in five minutes to establish the right spirit while their impressions are forming than you can in many days after they have formed their opinions of you and your company.

In case the newcomers are foreigners, there is even greater obligation to treat them as guests, and make them feel welcome.

It is the privilege of every American at this time to make the strangers from other lands feel that we appreciate their help in winning this war.

Treat them with the same courtesy and kindness that you would desire if you were a stranger in a foreign country.

Your personal contact with foreign fellow-workers can help to unite all races in America to win this war.

itor. come out here next June and see them both.

The object of the above is not to start a controversy but to do justice to "One of the best crimson varieties in the trade."

Yours very truly,

GEO. N. SMITH.

Wellesley Hills, Mass.

## TRAINED MEN NEEDED.

On account of the great number called into different forms of service, the demand for men trained as landscape architects, particularly in the field of City Planning, already far exceeds the number of men available. These needs are clearly increasing, and will continue to increase not only during the war but also during the following period of reconstruction. This reconstruction is recognized as involving both the rebuilding of destroyed communities and the development and reorganization on an unprecedented scale of areas intensively occupied in their relation to state and nation. To meet these needs now by the immediate training of men fitted to participate in this exceptional public service, it is of the utmost importance that properly qualified men should offer themselves for this training.

The opportunities and facilities at the Harvard School of Landscape Architecture are described in a pamphlet which is being mailed and copies of which may be obtained and other information gained by addressing Professor J. S. Pray, Chairman of the School of Landscape Architecture, 50 Garden Street, Cambridge, Mass.



## During Recess

### St. Louis Florist Club.

The annual picnic of the St. Louis Florists' Club took place July 18 at Ramona Park. Many of the younger element were missed, having been called to the colors but those remaining helped to make the picnic a success. The wholesalers started shortly after one o'clock and motored to the picnic grounds. After partaking of a little refreshments the trustees got busy and distributed the novelties among the children. Then came the games which were ably managed by W. A. Rowe, Frank A. Windler, assisted by Al. Gumz and others.

The ball came between the wholesalers and retailers, resulted in the score of 19 to 21 in favor of the wholesalers. Many of the retailers had to borrow money to go home on, having bet on the wrong side. The umpire made himself scarce after the game. The guessing contests was in charge of C. W. Wors as usual. George Waldbart was out and seems to have entirely recovered from his late illness, and the old horse, Frank Fillmore, was on deck and full of his jokes. Dancing was enjoyed by the younger element to a late hour.

#### LIST OF WINNERS.

Three-Legged Race, boys 12 to 17—Wm. Smith, Fred Angermueller.  
 Balloon Race, ladies—Red Balloon Team.  
 Shoe Pile Race, boys 12 and under—Wm. Smith, Harvey Jablonsky.  
 Grabbag, girls 12 and under—Irene Schmaltz.  
 Egg Race, girls 12 to 17—Ellen Marek, Dolly Howell.  
 Guessing Contest, attendance—Henry Emunds, Belleville, Ill.  
 Tug of War, men—Phillip Goebel Team.  
 Ball game, wholesalers (Hy. G. Berning, capt.) vs. retailers (Oscar J. Ruff, capt.)—Wholesalers, 21—19.  
 Novelties furnished by the Wholesale Florists' Association.

### An Outing at Fordhook.

On Saturday last the department managers, farm managers and division foreman of W. Atlee Burpee Co. made a trip of inspection to Fordhook farms. After a careful inspection of the trials they were taken in cars to the various farms, comprising some 800 acres in extent, and the brilliantly colored fields of poppies, phlox, salvia, calendulas, petunias, and other flowering plants were certainly gorgeous and at their best.

This was followed by an inspection of the Collection Gardens. The Suburban Garden Collection or Five-Dollar Box was one of the most attractive, because it is very nearly the average garden size namely, 50 x 80 ft. There was everything down through the en-

tire list of vegetables in sufficient quantity for the average family. The Country Garden or Ten Dollar Collection demonstrated the possibilities of an area 100 x 100 ft. The popular One Dollar Box was the best looking small garden that one could possibly imagine. Even the Children's Garden—Twenty-five Cent Collection of vegetables and flowers on an area 10 x 10 ft. indicated that considerable could be grown.

The party after being thoroughly refreshed and in good spirits then took a trip to the Zetty Farms, and Castle Valley Farms. On the Zetty Farms a crop of wheat was just being harvested.

Here also the boys saw that late planted potatoes can be grown very successfully on Bucks County soil. The party returned by way of Fox Farms, and then to Castle Valley Farms where F. F. Rockwell's pigs and peaches received no little attention, and a great deal of enthusiastic comment.

On the return to Fordhook they partook of a lunch on the porch of Fordhook, under the two great Lindens as the guests of David Burpee. Splendid speeches were made by F. F. Rockwell and James A. Crossett, and after a unanimous vote of thanks to the host the automobiles were again pressed into service. Everything would have been fine on the return trip, except that we had to change trains at Lansdale, and here we found that through a wreck farther up the line, we would have to wait one hour and a quarter. Nevertheless, it was voted a perfect

## CYCLAMEN GIGANTEUM

We offer to the trade our own carefully selected strain which for the past eight years has received our own personal attention, so we feel confident in saying that no better strain can be had anywhere. We have the following varieties to offer:—

**GLORY OF WANDSBEK**  
 (Light and Dark shades of Salmon)

**CHRISTMAS CHEER**  
 (Blood Red)

**BRILLIANT RED**  
 (Wine Red)

**PURE WHITE**

**WHITE-PINK EYE**

**DAYBREAK**  
 (a lovely shade of Light Pink)

**VICTORIA**  
 (White, tipped with pink, fringed edge)

**ROSE OF MARIENTHAL**  
 (Rosy Pink)

**LAVERNER**  
 (a beautiful shade)

Price, \$12.00 per 1000 seeds, Net.

*Cash with order from unknown correspondents.*

## J. A. PETERSON & SONS

Address Dept. H.

Westwood, Cincinnati, Ohio

afternoon by all present, leaving pleasant memories of the trip, the afternoon's entertainment, and particularly of the Hungry Man's Collection.

#### PUBLICATIONS RECEIVED.

Landscape Engineering in the National Forests—by Frank A. Waugh, Collaborator, 1918. Published by the Forest Service of the U. S. Dept. of Agriculture. A 38-page pamphlet, illustrated.

Iowa Horticultural Society, Wesley Green, secretary, Des Moines, Ia.—Transactions for 1917. A book of 476 pages, illustrated. As usual, one of the most intelligent, comprehensive and most useful horticultural publications of the year.

American Carnation Society.—Proceedings of the twenty-seventh annual meeting, held in Boston, Mass., January 30-31, 1918. Contains pictures of Laddie and Crystal White, two of the season's sensations. Also list of members, etc. A useful 62-page pamphlet.

The report of the Chrysanthemum Society of America is received. It gives in full detail the proceedings of the 16th annual meeting, held at Cleveland, Ohio, November 8, 1917. Also list of special prizes awarded at the annual exhibition, held in conjunction with the Cleveland Flower Show, November 8-11, and a review of the work of the examining committees for the season of 1917. A most useful feature is a list of varieties, American and foreign, disseminated in this country in 1917.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Beans and Cabbage Seed.

California beans promise well. This is the first good news we have had from that state for several years. Of course this applies only to the Lima beans and a few pole varieties.

In the state of Washington a good stand of cabbages is reported. This is particularly important as Long Island seed is practically a failure. Peas in the eastern portion of Washington are reported as looking well, while in Idaho and Montana it is perhaps too early to make any guess as to the outcome. It is also too early for an accurate report from Michigan and Wisconsin whether on peas or beans.

#### Philadelphia Seed Trade Notes.

Howard M. Earl, of W. Atlee Burpee & Co., left on his crop inspection tour in the far west on the 19th inst. Among the high points in his itinerary are the following: Aug. 5, Portland, Oregon; Aug. 14, San Francisco; Aug. 21, San Jose; Aug. 27, Lompoc; Aug. 30, Los Angeles, Cal.; Sept. 4, Rocky Ford, Col. He expects to be back in Philadelphia Sept. 10.

Geo. Edmondson, of Dreer's, reports that it has been a trying season in the retail seed trade but that his firm has held its own as well as could be expected. The counter trade has been unusually good at the latter end of the season, and the summer business is really a surprise—about as much as the spring rush was a disappointment as compared with the spring of 1917.

Michell's seed store has sent its quota to the front like all other true American concerns. The loss of Harry's nephew in France has already been chronicled in HORTICULTURE. Now comes a cheering word from the Marne where Paul D. Hurley has distinguished himself so conspicuously as to be mentioned in a newspaper dispatch. In a fearless dash into the open he with others of the Marine Corps surprised an enemy machine gun battery and held off German reinforcements until their own patrol had reached safety. Paul Hurley had

## S. & W. Co.'s American-Grown CYCLAMEN SEED



This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 sds	1000 sds		100 sds	1000 sds
Giant Salmon Rose	\$2.00	\$15.00	Giant Fringed Rose	\$3.00	\$25.00
Giant Dark Rose	2.00	15.00	Giant Fringed White		
Giant Rose	2.00	15.00	with red eye	3.00	25.00
Giant Dark Red	2.00	15.00	Giant Fringed White		
Giant Light Red	2.00	15.00	(Rococo)	3.00	25.00
Giant White with red			Giant Fringed Mixed	2.50	20.00
eye	2.00	15.00			

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**"Seeds with a Lineage" All Varieties**  
Thoroughly tested at our trial grounds, Raynes  
Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of  
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been in the Michell seed store two years before joining the Marines. His father, Joseph Hurley, is a well known gardener, having been in charge of the Hunter estate at Ardmore, Pa., for many years.

#### POTASH SUPPLY.

Experts believe that there is no chance for the United States to get the amount of potash needed to meet demands next year. Estimates for 1918 show that there should be 150,000 tons K<sub>2</sub>O, or from 400,000 to 500,000 tons of potash salts. This is only about half of the normal imports before the war. Commercial fertilizer concerns must bear the brunt of the shortage. In 1916 there was a domestic production of 9,720 tons, and this increased in 1917 to 126,577 tons. This output for 1917 was about 12 per cent of the normal supply.

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Also 5-8 and up

**FREESIA**—refracta alba 5-8 inch.  
**SWEET WILLIAM**—single mixed  
fine strain.

**CYCLAMEN** Seed. Finest American  
grown from the very finest strains.  
Prices on Application

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53 Barclay Street  
Through to 54 Park Place  
NEW YORK CITY

**LILY-BULB PROSPECTS IN BER-  
MUDA.**

Consul General Ethelbert Watts reports that the Bermudian Director of Agriculture estimates that this season's production of lily bulbs will total 1,200 crates, as against a little over 1,000 crates produced last year.



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**Of Interest to Retail  
Florists****SURVEY OF THE COUNTRY,  
FLORALLY.**

Looking out into the broad expanse of this great country of ours during my travels the past seven or eight years, and reviewing the success of the retail florist generally, I found that those who used advertising in its true form, to help their business, succeed more quickly than those who do not.

Of course there are exceptions, but broadly speaking, why should they not succeed?

Now in the first place, he that is broad enough to advertise his products must secure the best possible flowers to insure their sale, then he must purchase quantities big enough to insure his effort after he has created the desire for his product. Automatically, he must create a delivery system to take care of this demand, and then he must surely have an office system to look out for his accounts, etc., so that his desire for an advertising campaign brings out all the functions essential to the success of a first-class florist.

It makes for better business, and incidentally, the florist who uses advertising is open to opportunities for the better grower to tie up to him as he is creating a market more readily than the florist who does not adver-

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**DO IT NOW**

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Cor. Broadway and Gratiot Aves.  
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**Artistic Designs . . .  
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We cover all Michigan points and good sections of Ohio, Indiana and Canada. Members Florists' Telegraph Delivery Association.



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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
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**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
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**J. B. KELLER SONS,**  
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Rochester Phone 506. Long Dist. Bell Phone 2180  
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440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
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For Retail Stores a Specialty  
ASK FOR LIST  
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**WORCESTER, MASS.**  
**Randall's Flower Shop**  
HARRY I. RANDALL, Proprietor.  
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tise, hence his turn-over is greater in  
quality, freshness and volume.

Moral: Does it pay to advertise?  
Try it and see.

*Henry Benn*  
Chairman, Nat. Pub. Campaign.

## RETAIL FLORISTS, ATTENTION!

Don't forget that the Florists' Telegraph Delivery will have some live meeting in St. Louis on the morning of the 20th of August at ten o'clock, and President Gude says that this means sixty minutes past nine and not sixty-five minutes past nine. Those who come late must take the consequences.

The meeting will start on time, and will be made of just as much interest as our annual meeting which will be held in October at Cleveland.

ALBERT POCHELON, Secy. F. T. D.

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FLORISTS AND  
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To **JULIUS A. ZINN**  
4 PARK STREET, BOSTON, MASS.

Quality and Reliability  
**WARBURTON**  
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Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
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**H. F. A. LANGE**  
WORCESTER, MASS.  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
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And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
Everything First-Class  
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any occasion, in any part of the Dominion.

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Flowers or Design Work

DELIVERED IN ALBANY AND VICINITY  
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106 STATE STREET, ALBANY, N. Y.

**"THE HOME OF FLOWERS"**

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Orders for the TWIN CITIES and for all  
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**HOLM & OLSON, Incorporated**  
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**KERR** ORDERS FOR TEXAS  
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**Horticulture's Advertisers**  
**FIRST**  
**Before Looking Elsewhere**  
**Tell Them You Did So And**  
**They'll Reciprocate**

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**WHOLESALE FLORIST**  
1619 - 21 Ranstead St., Philadelphia, Pa.  
CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

**CHARLES E. MEEHAN**  
*Wholesale Cut Flowers  
Plants, Greens, etc.*  
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*Hardy Fancy Fern Our Specialty*  
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**ZECH & MANN**  
We are Wholesale Florists Doing  
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**CUT FLOWER BOXES**  
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**IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.**  
*For Safety Place Your Orders With Us*  
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### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON July 24		ST. LOUIS July 22		PHILA. July 22	
Roses						
Am Beauty, Special	16.00	to 20.00	30.00	to 40.00	10	50.00
" " Fancy and Extra	8.00	to 12.00	25.00	to 30.00	10	40.00
" " No. 1 and culls	2.00	to 6.00	6.00	to 10.00	10	.....
Russell, Euler, Mock	1.00	to 8.00	3.00	to 15.00	8.00	25.00
Hadley	2.00	to 10.00	2.00	to 6.00	4.00	12.00
Arenberg, Hoosier Beauty	1.00	to 6.00	2.00	to 5.00	10	.....
Ward	1.00	to 6.00	2.00	to 6.00	3.00	5.00
Killarney, Radiance, Taft	1.00	to 6.00	3.00	to 6.00	3.00	8.00
Ophelia, Sunburst, Hillingdon	2.00	to 8.00	2.00	to 6.00	4.00	10.00
Carnations	.50	to 2.00	2.00	to 4.00	2.00	4.00
Cattleyas	50.00	to 60.00	.....	to 50.00	.....	100.00
Lilies, Longiflorum	4.00	to 12.00	.....	to 12.50	15.00	.....
Lilies, Speciosum	3.00	to 6.00	.....	to 5.00	5.00	.....
Lily of the Valley	4.00	to 8.00	5.00	to 6.00	4.00	8.00
Gladioli	2.00	to 6.00	3.00	to 6.00	6.00	10.00
Sweet Peas	.50	to 1.00	.80	to .30	.75	1.00
Asters	1.00	to 2.00	3.00	to 4.00	.....	.....
Adiantum	1.00	to 1.25	1.00	to 1.00	1.00	1.50
Smilax	15.00	to 25.00	.....	to 12.50	25.00	.....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 50.00	50.00	.....

**WILLIAM F. KASTING Co.**  
**Wholesale Florists**  
568-570 WASHINGTON STREET - BUFFALO, N. Y.

**J. A. BUDLONG**  
184 North Wabash Avenue, CHICAGO

**ROSES, VALLEY and  
CARNATIONS**  
A Specialty

**WHOLESALE  
GROWER of**

**CUT FLOWERS**

**ROBERT DYSART**  
**CERTIFIED PUBLIC ACCOUNTANT**  
Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . . BOSTON  
Telephone Main 58

**Boston Floral Supply Co.**  
247-257 Cambridge St., Boston  
Headquarters for  
**CYCAS, BASKETS, WIRE DESIGNS**  
and **WAX FLOWERS**  
Send for price list if you have not re-  
ceived one.



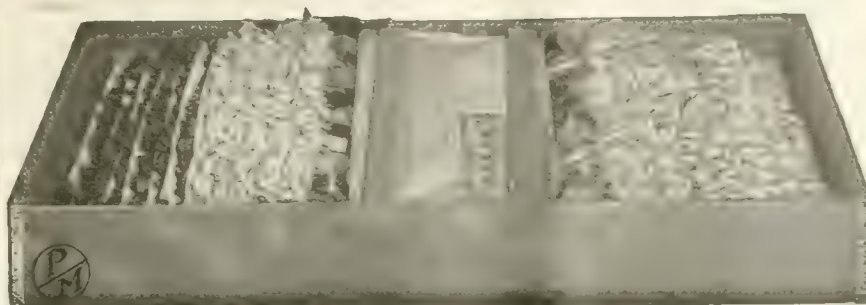
# Flower Market Reports

Dullness with a big D **BOSTON** spells the situation as it exists in the market this week. Roses are plentiful and despite the humidity of the past few days are holding up well. A few good carnations are still coming in and are easily disposed of. Large quantities of gladioli and sweet peas are being sent in daily with but few buyers. Lily of the valley is also plentiful and asters of good quality are to be seen every where.

Important changes have **CHICAGO** taken place during the past week. With the mercury holding steadily in the nineties, day after day sees the roses hurried on and every wholesaler has more than he can do to dispose of them. So far the quality has not deteriorated much, if any. The supply of roses close enough for shipping is naturally smaller, so out of town trade has not felt the change in any marked degree. All kinds of flowers are in excess of local demand, funeral work now being almost the only outlet. A few asters are coming but the hot weather is against them. The first chrysanthemums are offered this week and quality and size are first class. They are grown by J. A. Budlong.

Business is holding **CINCINNATI** up steadily. It is not as large as it might be but is sufficient to take up all present receipts, which are better than they were. Roses are not very plentiful. Carnations are just about at an end but there are some receipts in this flower that are creditable for the time of the year. Lilies are inclined to be scarce and they are selling well. Rubrum lilies have been meeting with a good market. Gladioli are again fairly plentiful and are more able to take care of the demand for them than for the several weeks past. Early asters are more plentiful and are an important item in the market. Green goods of all kinds are in good supply and new green galax and leucothoe is finding a good market.

The hot spell of **NEW YORK** weather we are having has put a damper on what business was going—it has also increased the supply of roses, gladioli and asters. Demand has fallen off for all flowers. Longiflorums are plentiful and cheaper in sympathy with market conditions, so too are cattleyas. At present writing there is a surplus of everything and a very limited demand for any one thing.



## Two Very Attractive Rose Specials

**ROSE SPECIAL NO. 1**—In lots of 250 or over, long stems, our selection as to color and variety, at \$5.00 per 100.

**ROSE SPECIAL NO. 2**—In lots of 250 or over, medium and short stems, our selection as to color and variety, at \$2.00 per 100.

*Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.*

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The Wholesale Florists of Philadelphia

**NEW YORK**  
117 W. 28th St.

**PHILADELPHIA**  
1608-1620 Ludlow St.

**BALTIMORE**  
Franklin & St. Paul Sts.  
WASHINGTON, 1216 H. St., N. W.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	<b>CINCINNATI</b> July 22		<b>CHICAGO</b> July 22		<b>BUFFALO</b> July 22		<b>PITTSBURG</b> July 22	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	20.00	to 30.00	25.00	to 30.00
" " Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	15.00	to 20.00	15.00	to 20.00
" " No. 1 and culls.....	6.00	to 10.00	4.00	to 10.00	5.00	to 15.00	3.00	to 10.00
Russell, Euler, Mock.....	6.00	to 12.00	4.00	to 20.00	4.00	to 10.00	4.00	to 12.00
Hadley.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	.....	to .....
Arenberg, Hoosier Beauty.....	5.00	to 8.00	3.00	to 10.00	4.00	to 12.00	.....	to .....
Ward.....	4.00	to 6.00	3.00	to 10.00	2.00	to 4.00	3.00	to 8.00
Killarney, Radiance, Taft.....	3.00	to 6.00	2.00	to 10.00	2.00	to 8.00	3.00	to 8.00
Ophelia, Sunburst, Hillingdon.....	4.00	to 8.00	3.00	to 10.00	3.00	to 6.00	3.00	to 10.00
<b>Carnations</b>	.....	to 2.00	1.50	to 3.00	1.00	to 2.00	1.00	to 3.00
<b>Cattleyas</b> .....	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00	50.00	to 75.00
Lilies, Longiflorum.....	10.00	to 12.50	10.00	to 12.00	8.00	to 10.00	.....	to 12.00
Lilies, Speciosum.....	.....	to .....	.....	to .....	8.00	to 10.00	.....	to .....
Lily of the Valley.....	.....	to 6.00	4.00	to 6.00	6.00	to 8.00	.....	to .....
Gladioli.....	5.00	to 8.00	5.00	to 8.00	4.00	to 6.00	4.00	to 8.00
Sweet Peas.....	.25	to .35	.40	to 1.00	.50	to 1.00	.50	to 1.00
Asters.....	2.00	to 3.00	1.00	to 4.00	.....	to .....	.....	to .....
Adiantum.....	.....	to 1.00	.75	to 1.00	1.00	to 1.25	1.00	to 1.25
Smilax.....	15.00	to 20.00	15.00	to 25.00	15.00	to 20.00	.....	to 15.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 60.00

There was not much change in the market here last week. The demand was pretty fair for this time of year and most stocks cleaned up fairly well. More roses came in, and there was a good supply of asters and gladioli. Of the latter the dark colored are too abundant—the demand being stronger on the whites and light pinks. Still a few carnations are to be seen, and pretty good, all things considered. Harrisoni is a strong feature in the cattleya market. Easter lilies plentiful and good. Some excellent rubrum lilies coming in from distant points and meet with ready sale.

Trade has been very quiet but funeral work demand has held things together pretty well. The vacation season is in full swing and many of the flower buyers are out of town. The supply of roses is larger than the demand. Their quality keeps up good. Carnations, however, are becoming very poor. The first asters have made their appearance. Among other offerings are marigolds, gaillardia, snapdragon, feverfew, daisies and gypsophila. Cosmos are very plentiful but do not move very fast. Sweet peas, out-door grown, sell well. Very fine gladioli

(Continued on page 91)



**H. E. FROMENT**

**Wholesale Commission Florist**  
**Choice Cut Flowers**

New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

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**Wholesale Florist**

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut.

Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**  
**WHOLESALE FLORISTS**

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Consignments Solicited

Phone Farragut 4336

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**RIEDEL & MEYER, Inc.**  
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Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies

119 W. 28th St., - NEW YORK

**WILLIAM H. KUEBLER**

Brooklyn's Foremost and Best

**WHOLESALE COMMISSION HOUSE**

A First Class Market for all CUT FLOWERS

28 Willoughby St., Brooklyn, N. Y.

**M. C. FORD**

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**FINE ROSES, FANCY CARNATIONS**

A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

**P. J. SMITH**

**WHOLESALE COMMISSION FLORIST** SELLING AGENT FOR LARGEST GROWERS

A full line of Choice Cut Flower Stock for all purposes.

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**ALBANY CUT FLOWER EXCHANGE**

**THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.**  
**WHOLESALE ONLY**

SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US

Prices Right. Consignments Solicited. Telephone Connection

**HENRY M. ROBINSON CO. OF NEW YORK**

**WHOLESALE FLORISTS**

55-57 West 26th Street

Telephones, 13-8510 Madison Square

MAURICE L. GLASS, Treasurer

Consignments Solicited

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending July 20 1918		First Part of Week beginning July 22 1918	
American Beauty, Special .....	10.00	to 25.00	10.00	to 20.00
" " Fancy and Extra .....	3.00	to 5.00	3.00	to 6.00
" " No. 1 and culls .....	.25	to .20	.25	to 2.00
Russell, Euler, Mock .....	.50	to 8.00	.50	to 8.00
Hadley .....	.50	to 6.00	.50	to 8.00
Aronberg, Hoosier Beauty .....	.35	to 4.00	.35	to 3.00
Ward .....	.35	to 3.00	.35	to 3.00
Killarney, Radiance, Taft .....	.35	to 3.00	.35	to 5.00
Ophelia, Sunburst, Hillingdon .....	.35	to 5.00	1.50	to 2.00
Key .....	1.00	to 10.00	1.00	to 10.00
Carnations .....	1.00	to 2.50	1.00	to 2.00

**WE WANT MORE SHIPPERS**

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

**REED & KELLER**

122 West 25th St., New York

**Florists' Supplies**

We manufacture all our

Metal Designs, Baskets, Wire Work & Novelties

and are dealers in

Decorative Glassware, Growers and  
Florists' Requisites

**Beechwood Heights Nurseries**

Importers and Growers of

**ORCHIDS**

Cut Flowers of All the Leading Varieties  
in their Season.

**THOMAS YOUNG, Jr., Proprietor**

BOUND BROOK, N. J.

**H. BAYERSDORFER & CO.**

**Manufacturers and Importers**

1129 Arch St., PHILADELPHIA, PA.

THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**Wired Toothpicks**

Manufactured by

**W. J. COWEE, Berlin, N. Y.**

10,000...\$2.00 50,000...\$8.75 Sample free.  
For sale by dealers.

**When writing to Advertisers kindly mention Horticulture**



## Flower Market Reports

(Continued from page 89)

are seen and the demand is good—they are chiefly Halley and Pink Beauty.

Summer dullness pre-  
ST. LOUIS vails everywhere. Wholesalers, however, declare that this year's summer business is better than ever, although the only outlet appears to be funeral work and an occasional bouquet for the hospital. The best in roses are Russells and Ophelia. Anything good in carnation brings good prices but roses are more plentiful and quoted lower.

There is plenty of  
WASHINGTON stock now to be had. Roses are good and carnations fair for the season. Lilies are offered in quantities. Asters and dahlias are beginning to come in slowly. Gladioli is very good and in demand. Enough orchids are coming in to fill all demands. Rose of Sharon (*Althae*) is replacing to a considerable extent carnations in funeral designs. Delphinium and water lilies are in fair demand, also American Beauty roses.

### "SAY IT WITH FLOWERS."

"Say it with flowers" is the slogan adopted for a movement to insure a nation-wide distribution of flowers in hospitals for sick and wounded soldiers and sailors returned to the United States, the National League of Women's Service reports.

For this service 38,000 florists, through the Society of American Florists and Ornamental Horticulturists, have pledged themselves. The flowers are to be distributed by the National League of Women's Service in the 40 states in which the organization works.

When it is remembered that the florists' business has suffered severely under war conditions and that many florists will be compelled to close their greenhouses during the coming winter because of the recent order of the fuel administration cutting the florists' supply of coal fifty per cent., this precious gift takes rank with the most self-sacrificing deeds the war has called forth.—*Ithaca* (N. Y.) News.

**HENTZ & NASH, Inc.**  
Wholesale Commission Florists  
55 and 57 West 26th Street  
Telephone No. 755 FARRAGUT  
**NEW YORK**

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

TELEPHONES  
Farragut 167 and 3068

### NEW YORK QUOTATIONS PER 100. To Dealers Only

#### MISCELLANEOUS

	Last Part of Week ending July 20 1918		First Part of Week beginning July 22 1918	
Cattleyas.....	25.00	to 30.00	25.00	to 30.00
Lilies, Longiflorum.....	4.00	to 6.00	4.00	to 6.00
Lilies, Speciosum.....	2.00	to 5.00	2.00	to 5.00
Lily of the Valley.....	2.00	to 5.00	2.00	to 5.00
Gladioli.....	1.50	to 2.00	1.00	to 2.00
Sweet Peas.....	.10	to .25	.....	to .....
Asters.....	.50	to 3.00	.25	to 2.00
Adiantum.....	.....	to .....	.25	to .50
Smilax.....	5.00	to 10.00	5.00	to 10.00
Asparagus Plumosus, & Spreng. (100 bunches).....	10.00	to 15.00	10.00	to 15.00

### Visitors' Register

Rochester, N. Y.—R. McKerr, Canandaigua, N. Y.; R. G. Slicker of A. L. Randall Co., Chicago, Ill.; Charles Felton, Buffalo; Edward Dick, Canandaigua, N. Y.

Washington—Amelia P. Wulfert, Columbia, Mo.; L. J. Seiger, Robert Craig Co., Phila.; Morris M. Cohen, Arthur Schloss & Co., New York; James F. Smith, Boas & Company, Phila.; Leon G. Russell, Syracuse, N. Y.; Stephen Green, H. Bayersdorfer & Co., Phila.; D. E. Hopkins, William J. Newton, Norfolk, Va.; Milton Alexander, New York; Walter J. Gulli, New York.

### Obituary

Benjamin B. Smalley.

Benjamin B. Smalley, aged 61, a widely-known florist in Chelsea, Mass., for 20 years, died Saturday at his home 34 Gardner street with Bright's disease after an illness of seven months. Mr. Smalley was a native of Belfast, Me., and had been a resident of Chelsea 35 years. He leaves a daughter, Mrs. Ethel Simpson, and a son, Benjamin J. Smalley of New York.

Willard H. Edwards.

It was with extreme regret that those who knew Mr. Willard H. Edwards, of Hinsdale, Ill., learned of his death on Sunday, July 21st. Though not actively engaged in the work. Mr. Edwards had a range of greenhouses on his place in that beautiful suburb, and the flowers from it were con-

signed to the Chicago market. The funeral was held at Unity church on July 24th.

An enthusiastic lover of flowers complains because the government rules that the manufacture of playing cards is essential and the flower-seed industry is not. The point is well taken.—*Boston Traveler*.

### TREES, SHRUBS, VINES and HERBACEOUS PERENNIALS

By JOHN KIRKEGAARD

Formerly Assistant to Director of the Royal Botanical Gardens, Copenhagen, Denmark. Latterly Twenty Years in American Forestry and Botanical Work.

Assisted by DR. H. T. FERNALD, Professor of Entomology Massachusetts Agricultural College and Entomologist, Massachusetts Agricultural Experiment Station,

and PROF. E. A. WHITE, Professor of Floriculture, New York State College of Agriculture at Cornell University.

A Great Book      A Beautiful Book  
A Comprehensive Book  
A Practical Book By Practical Men  
There Is No Other Book Like It

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BEAUTIFULLY BOUND IN CLOTH

Price only \$2.50 net. Mailing  
Price, \$2.71. Money-Back  
Guarantee

Order it from HORTICULTURE  
147 Summer St., Boston



## LOCAL AND GENERAL NEWS

### CHICAGO.

Growers of asters report the present outlook not very bright.

Frank Jarrel of Zech & Mann's leaves Saturday for the Great Lakes Naval Training Station where he will be trained for his work as auto mechanic.

J. Mangel again has the crowds around his windows to watch the antics of his mandarin ducks and incidentally to be attracted by a beautiful floral display.

J. A. Budlong is cutting his first Golden Glow chrysanthemums. In size and perfection of color they are the equal of that favorite variety when grown in the fall. This is the earliest that Manager Philip Schupp has ever cut this flower and he has so planted that the cut will be steady from now on. They are selling from two to three dollars per dozen.

The business people of the Wilson avenue district, including the florists, have organized and are holding an exposition all this week. The association was originally for credit protection but has broadened into morals in general with a good amount of patriotism included. A local paper contained the picture of Miss Stollery, daughter of the North Shore florist, who was one of the young ladies who acted as flower girls at the exposition.

### WASHINGTON, D. C.

Louis J. Hohman, who is employed at the store of Gude Bros. Co., is enjoying a two weeks' vacation.

Florists doing business with citizens of foreign countries should go over their mailing lists and remove such names as are on the enemy trading list. Copies of the enemy trading list may be had from the War Trade Board, Washington, D. C.

The attention of all florists is being called to the order of the United States Fuel Administration which, effective July 24, restricts the use of fuel for illumination. Under this order the use of light produced by the use of coal, gas, oil or other fuel for illuminating advertisements or signs or for external ornamentation will be discontinued Monday, Tuesday, Wednesday and Thursday of each week within New England states, N. Y., Penna., N. J., Del. and Md., and D. C. and will

be entirely discontinued on Monday and Tuesday of each week in all the remainder of the United States. It is estimated that about 500,000 tons of coal per year is used for advertising purposes, including display and show window lighting, in the United States.



WILLIAM J. MANDA

This is the picture of William J. Manda, son of Joseph Manda, West Orange, N. J., now reported as severely wounded in France. This picture was taken before he sailed over there. No further news has been received since the official announcement that he had been wounded. We hope that good tidings may come soon that the wound is not severe or permanent.

### ROCHESTER, N. Y.

George B. Hart has been away for a few days at the Republican nomination held at Saratoga Springs, N. Y.

George T. Boucher has a very cool looking window display this week of porch vases very nicely filled.

Haus Muller, of Pittsford, who grows very fine celosias, has a splendid display in the window of Salter Bros.

### PHILADELPHIA.

Mr. and Mrs. J. Liddon Pennock and family are spending the summer at the Manhasset Hotel, Seaside Park, N. J.

Edwin R. Matthews, late of Meehan's Nurseries, has associated himself with two others in a new venture in the same line with nursery at Chestnut Hill and an office in Philadelphia.

Mr. and Mrs. Daniel P. McKenna announce the marriage of their daughter, Mary Catherine, to Frederick J. Michell, Jr., June 27th, 1918. The announcement card came along very leisurely about a month after the interesting event which accounts for our being so slow in extending our congratulations. "At home" after Sept. 1st at 6134 Carpenter street.

There are many fine varieties of gladioli now arriving in the cut flower market. One of the most conspicuous is a variety of intense deep violet blue called Baron Hulot. It is certainly a most remarkable color, very intense and beautiful, although it does not compare in size with Mrs. Francis King and others of that class. Make a note of it for your next season's planting.

Sellersville, Pa.—Frank Christman, as a result of the fuel stringency, has decided to discontinue business until the war is over.

## Horticultural Books

For Sale by

HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D Smith .....	\$0.50
The Chrysanthemum. Herrington .....	.50
Commercial Carnation Culture. Diek .....	1.50
Commercial Rose Culture. Holmes .....	1.50
Violet Culture. Galloway.....	1.50
Greenhouse Construction. Taft..	1.50
Sweet Peas up to Date. Kerr...	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kains..	1.50
Plant Pruning. Kains.....	1.50
Book of Garden Plans. Hamblin.	2.00
Landscape Design. Hubbard....	6.00
The Art of Outdoor Rose Growing. Thomas.....	6.00
The Home Vegetable Garden. Kruhm .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose.....	1.00
Principles of Floriculture. E. A. White .....	1.75
Foundations of American Grape Culture. Munson.....	2.00
Plant Materials of Decorative Gardening. Trelease.....	1.00
Aristocrats of the Garden. Willson .....	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes.....	\$6.00



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WORLD'S OLDEST and LARGEST  
Manufacturers of ALL STYLES and  
SIZES of

### FLOWER POTS

**A. H. HEWS & CO., INC.**  
Cambridge, Mass.

### GEORGIA FRUIT TREE BILL

There has just been filed in the Georgia Legislature a bill (S. 214) to establish the measure of damages in those cases where fruit trees are not true to name.

The purchaser may collect \$3.00 per tree for each year between the date of purchase and the first day of November of the year in which such trees shall have borne fruit disclosing the variety thereof.

It is apparent that no Georgia nurseryman could sell any fruit trees if this bill were enacted. A thousand trees taking seven years to bear fruit would involve damages payable by the nurseryman of \$21,000. Such measure of damages is absurd, and does not, in any event, represent the actual damages, as a review of cases decided by the Courts will show.

This bill, if enacted, would render the more or less usual disclaimer of warranty clause employed by American Nurserymen of no avail.

CURTIS NYE SMITH.



U. S. Food Administration.

O' Squire 'Tater 'low he goin' to be mighty nigh king er de roos' 'mong garden sass folks. We alls kin eat him as a 'tater boiled, baked, fried, stewed, cooked wid cheese en dey gettin' so dey make im inter flour; so's we kin "substi-tute" him fo' wheat flour. He's de "substitu-tenest" of all de vittles, he sez.

De udder garden sass folks lak inguns, tomatues, cabbage en turnips en squash don't need to git peeved, 'cause dey's goin' to be room in de pot fo' de whole tribe. Ev'y las' one on 'em can he'p save wheat en meat fer de boys dat's doin' de fight-in' over yander.

## CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

### BULBS

C. KEUR & SONS, HILLEGOM, Holland.  
Bulbs of all descriptions. Write for prices.  
NEW YORK BRANCH, 8-10 Bridge St.

### CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. I. L. PILLSBURY, Galesburg, Ill.

### CHRYSANTHEMUMS

#### CHRYSANTHEMUM MANUAL

By ELMER D. SMITH, Adrian, Mich.  
Who has given his undivided attention for twenty-five years to the improvement of the Chrysanthemum and its culture in detail. 50 cents postpaid.

**CYCLAMEN:** Best strain of Cyclamen grown in 2 1/4 in. pots. Varieties, Salmon Pink, Light Pink, Blood Red, Bright Red, Pure White and White with Red Eye, at \$7.50 per hundred, or \$65.00 per thousand. Cyclamen Seedlings, from three to five leaves, \$5.00 per hundred, or \$40.00 per thousand. "Cash with order." J. H. FIESSER, North Bergen, N. J.

### DAHLIAS

Peony Dahlia Mrs. Frederick Grinnell.  
Stock For Sale.  
JOHN P. ROONEY, New Bedford, Mass.

New Peony Dahlia—John Wanamaker, Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to PEACOCK DAHLIA FARMS, Berlin, N. J.

Orders booked at any time for Fall or Spring delivery. Wholesale and Retail. Send for Catalog. NORTHBORO DAHLIA & GLADIOLUS GARDENS, J. L. Moore, Prop., Northboro, Mass.

### DRACAENAS

**DRACAENA TERMINALIS.** Clean healthy stock out of 2 1/4 inch pots at \$8.00 per 100; 3 inch pots at \$15.00 per 100; 4 inch pots at \$25.00 per 100. Cash with order.

J. H. FIESSER, North Bergen, N. J.

### FLOWER POTS

A. ROLKER & SONS, 51 Barclay St., New York City, Eastern Selling Agents for the York Pottery, Pa. Write for the revised prices of Pots, Pans and Fern Dishes.

### HYDRANGEAS

We grow them by the acre and grow them right. A complete collection of FRENCH VARIETIES AND OTAKSA, from pots for Sept. delivery. Secure your needs now and have them shipped before frost.

3-in. 4-in. 5-in. 6-in. 7-in. 8-in.  
7c. 20c. 25c. 35c. 50c. 65c.

Field grown plants of Otaksa for August shipment, 25% less.  
J. L. SCHILLER, TOLEDO, O.

### GLASS

Greenhouse glass, lowest prices. JOHN-STON GLASS CO., Hartford City, Ind.

### NURSERY STOCK

American Grown or Imported. Let us appraise your wants. A. ROLKER & SONS, 51 Barclay St., New York City.

### ORCHIDS

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laelio-Cattleyas our specialty. One trial order solicited.

### PEONIES

Peonies. The world's greatest collection, 1200 sorts. Send for list. C. BETSCHER, Canal Dover, O.

Peonies can be shipped from France with celerity and security via Bordeaux-New York. DESSERT, Peony Specialist, Chenonceaux, France. Please refer to Sixteenth General Catalogue.

### ROSES

ROSES, CANNAS AND SHRUBS.  
THE CONARD & JONES COMPANY,  
WEST GROVE, PA.

### SPHAGNUM MOSS

Live Sphagnum moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summit, N. J.

### VEGETABLE PLANTS

**CELERY PLANTS**—Golden Self Blanching (French Strain), Giant Pascal, also the grand new Easy Blanching, which is easy to grow, fine plants, ready for the field, \$2.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

4,000,000 Cabbage, Cauliflower, Tomato and Celery plants. Field grown and potted. List free. F. W. ROCHELLE & SONS, Chester, New Jersey.

### VINES

Flowering and Foliage Vines, choice collection. Large Specimen, Pot and Tub grown for immediate effect; also Climbing Roses. J. H. TROY, Mount Hissarik Nursery, New Rochelle, N. Y.

### WIRE WORK

WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

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With the widespread general realization of our need for beauty as well as efficiency in land adapted to our use—beauty not merely as a luxury but as a practical necessity and as much a matter of course as practical efficiency—has come a steadily growing demand for men professionally trained in the production of this beauty wherever called on to fit land areas to human service. In normal times this country offers a large opportunity for trained men as assistants in the offices of landscape architects, as park superintendents, city foresters, etc., and as landscape architects in private practice or public employ. At this period of our war emergency, the economic value of the landscape architect's training in the large-scale adaptation of land for use has been demonstrated more clearly than ever before,—in residential developments for industrial workers and in the laying-out of military and naval camps and cantonments; and our Government has already officially recognized the usefulness of the landscape architect in such work. At the close of the war, the profession of landscape architecture in its civic aspects is almost certain to receive an unprecedented impetus, with a corresponding demand for trained practitioners.

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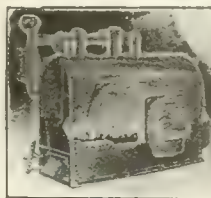
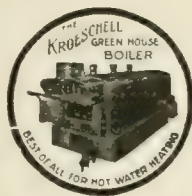


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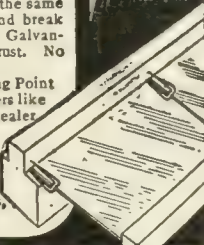
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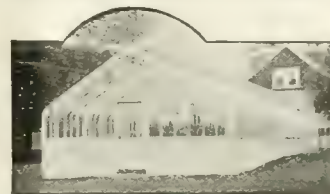
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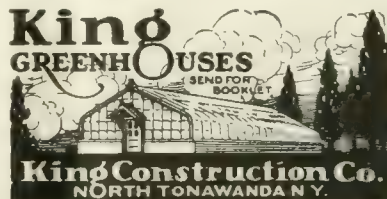
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Lecturer on Horticulture, Columbia University

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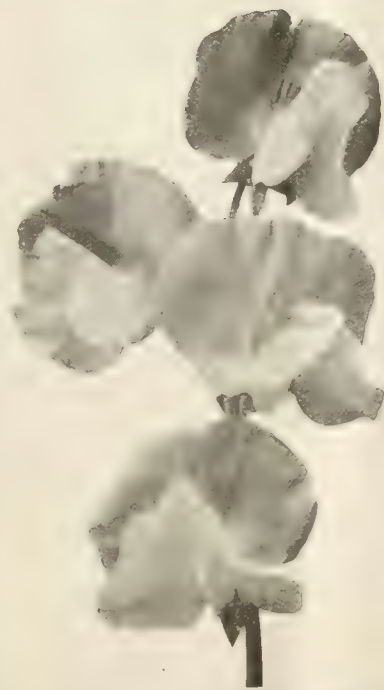
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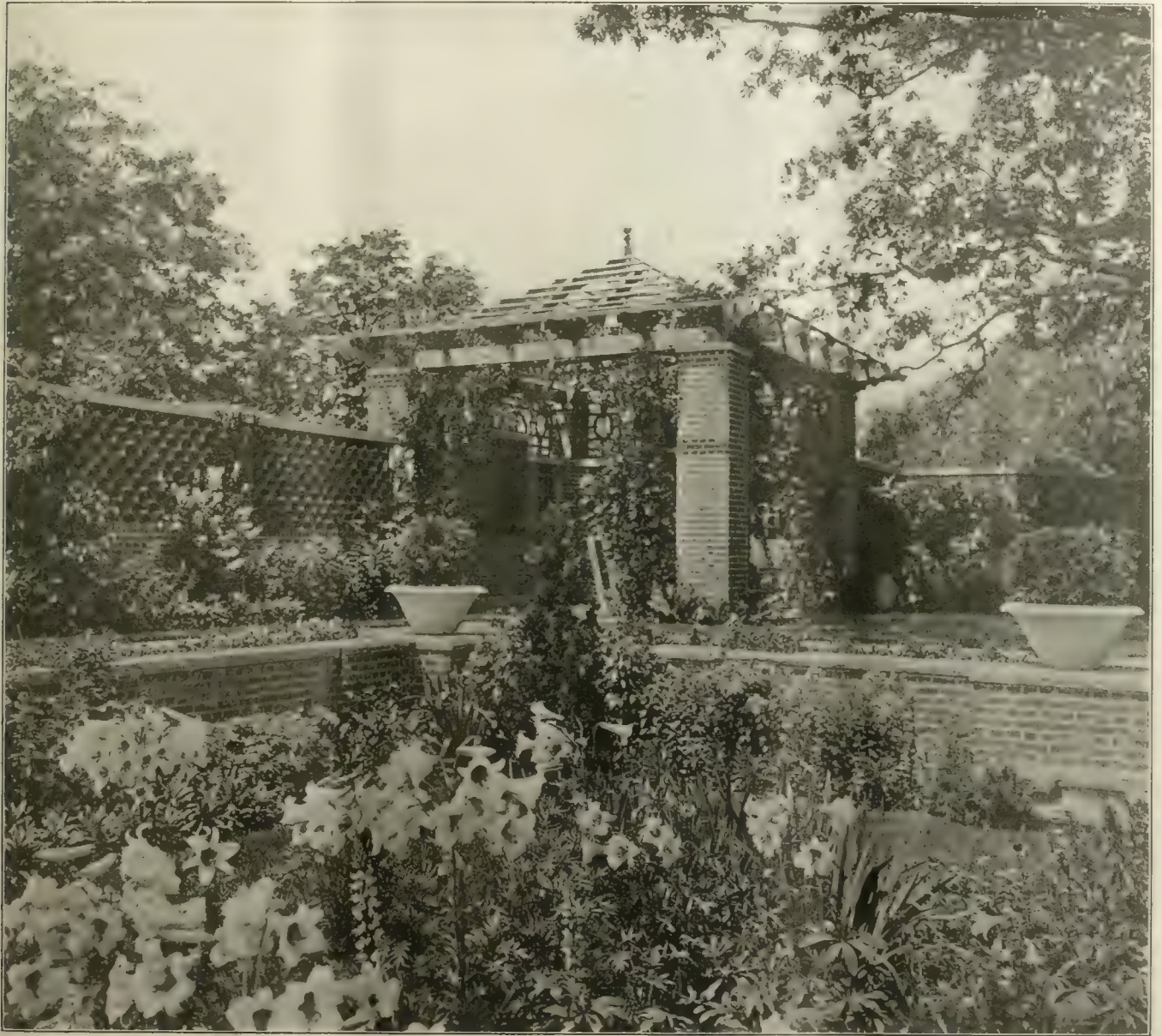


# HORTICULTURE

Vol. XXVIII

AUGUST 3, 1918

No. 5



*Lilium regale* (myriophyllum)

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# LETTERS FROM AN OLD TO A YOUNG GARDENER

## On Hybridizing and Crossing the French Iris

### Sports

Iris in a garden which has been prepared as directed in this letter is sure to sport, and that is one reason why the land was made so rich. The present arrangement of the parts of an iris flower of the type with erect segments to the perianth is so perfectly beautiful, it cannot be improved. If therefore the sport results in any change in the position or number of the parts of the perianth, using this term in its strict sense, it should be discarded. Some kinds of iris have a considerable tendency to thus sport, and where the ovary shows signs of having more than three divisions, and there are more than three stigmas it is possible to get a new type with more segments to the perianth, and at length to get this type to breed true. In my garden this has been true more frequently with the form named Kharput than with any other, I imagine, therefore that this variety is in what de Vries calls the mutating stage, or is brought to this condition by high cultivation; a mutation plant is one that gets children that differ in more than one feature from the type and breeds true.

### The Third Step

consists of writing on a painted wooden label, the date, the names of the parents, or a sign to indicate this, and the number the flower is to have in the record book. Then attach the label to that particular flower, and make the record. Before leaving the flower, strip back the bud sheath—B S—Figure 5—to prevent the water it will hold after a rain from injuring the developing seed pod. Then pass on, leaving the fourth operation to the plant.

### The Fourth Operation

This you delegate to the flower. Soon after a vigorous pollen grain touches the sensitive surface of a stigma it begins to develop a tube which, lengthening, grows down through the tissue of the stigma until it reaches an ovule—shown in Figure 3—as one of the white dots in the ovary O. The end of the tube then opens and out come two bodies, the sperms, one of which unites with one part of the ovule and the other with another. This is the double fertilization of which you can find an account in the recent books on botany. When complete a new individual has arisen. In the case of a cross between plants having differences, the plant when developed will have some of the characteristics of each parent and the ability to transmit these, though not always in the same combinations. Generally, with the common garden iris the results will be different from what you expected. Years ago I bought *Pallida speciosa*. From its name you would have thought it was surely the type of a true botanical species. Would you not have supposed *Pallida Dalmatica* was a true species from Dalmatia, and *Pallida Australis* a true species from Australia? In my garden they were not any of them true botanical species, as they did not breed true when protected from Vicinists, that is other varieties of iris. Beside *Pallida*, iris comes to us under such apparently species names as *Junonia* (another name at one time for *Pallida*), *Sambucina*, *Jac-*



*quiniana*, *Trojana*, *Cypriana*, causing the beginner to suppose that if he raises seed from these he will get plants like the parent; but if his results are like mine he will get a series of severe jolts. They will show him what a long and at times weary journey must be taken to learn iris genealogy. Yet this must be pursued to the end before crossing can be on a scientific basis. Science is only a technical name for the collected results of accurate observations, and we gardeners become scientific men as soon as we observe accurately.

### A Typical French Iris

In Figure 1 is shown a Lily of France of the form we should strive to reach and perpetuate. It belongs to a group to which I have given the name *Athena*. The flower resembles that of *Pallida Dalmatica*, but the last trace of purple that injured the drooping segments of this flower has been bred out leaving the whole flower a clear uniform pale lavender blue, the *Bleu Lavande*, No. 204 of the *Repertoire de Couleurs* of the *Societe des Francaise des Chrysanthemistes*; though the shade is lighter than No. one. The flowers are nearer together than in *Dalmatica*, making the stalk more impressive. Like most of the other species described in papers classifying iris, this group does not form a true botanical species. The name was chosen to represent a new horticultural group, and used with this understanding is convenient.

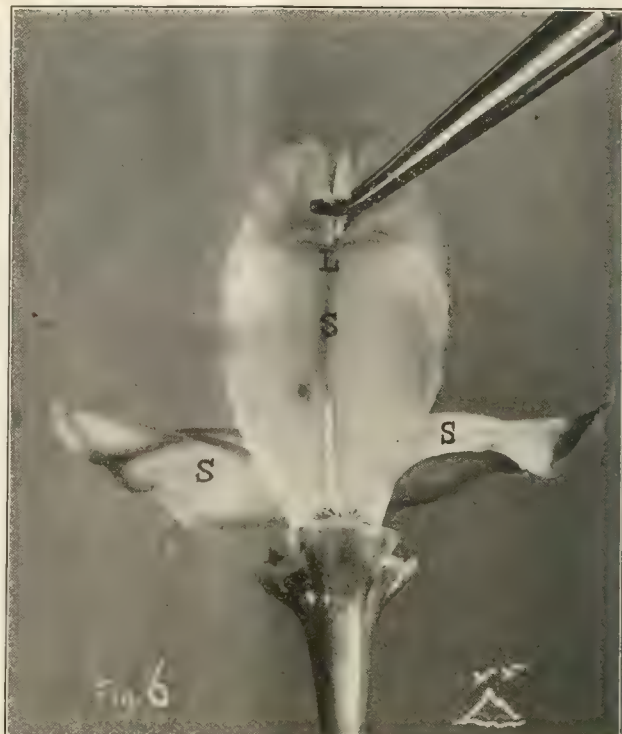


### Time Between Pollination and Fertilization

This period differs greatly in plant species from a few hours to many months. In the French iris, in warm sunny weather it is thirty-six hours in my location—New Hampshire, latitude 44 N., elevation 1100 feet. In forty-eight hours the stigmas will have wilted to the state in Figure-7-at-A-, in six days to that at-B-, in seven days to that at-C-. In nine days the developing ovary will begin to look like a seed pod, as shown at D- in the same figure. Go over the rows every morning, cutting off the stigmas that have reached the condition B-, at the level of the stumps of the perianth segment. The object is to prevent dew or rain from injuring the developing seed-pods, as they will often do if allowed to remain in contact. When the dried stumps of the sections of the perianth have reached the state at-D- cut them off at the dotted line in the figure.

#### Don't

pollinate iris flowers when wet with rain or dew, or when rain seems near. Avoid pollinating in intensely hot weather, for then the stigmas wilt so quickly the pollen tubes do not reach the ovules. Again, a very wet season may cause a total failure. This happened to me in 1915. Out of several thousands of crossings



no satisfactory seeds were saved. Of course there may have been other causes that were overlooked, but previous wet seasons had suggested dampness as the chief cause of failure.

#### Bagging the Crossed Flowers

In directions for hybridizing you will find statements showing the necessity of keeping the crossed flowers in paper bags. They are an awful nuisance with iris and with this flower not absolutely necessary. Better cross so many flowers; the cases of accidental contamination will not seriously affect the records.

#### What Proportion of Pollinations Will Succeed

This question could only be answered by a dreary lot of statistics, as uninteresting as Homer's catalogue of ships or Whitman's list of occupations in *Leaves of Grass*. Moreover, the results of one man's work might differ widely from another with climate and other factors. What may well be written is that some crosses are more successful in my locality than others. As an example, *Kochii* is named. Desiring to get its magnificent color in a tall, large flowering plant, it was crossed several times with some of the finest strong growing kinds, including some very vigorous hybrids raised here. One year fifty fine seed pods formed, but they were later found to be hollow shams, containing not one good seed. In other years the results were no better. *Purple King* looks like a *Kochii* hybrid, but as it has lost the deep tint, it has been cast out of my garden. We need a tall growing large flowered iris, the color of *Kochii*; another with the upright segments white and the falls like *Kochii*; and another with the colors reversed. Who will breed it for us?

Tamworth, N. H.

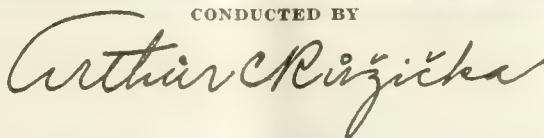
William Rollins

(To be continued)



# ROSE GROWING UNDER GLASS

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Ruzicka. Such communications should invariably be addressed to the office of HORTICULTURE.

## Fumigation

Lose no opportunity to fumigate the houses when by chance the temperature drops below 70. Right up to a few days ago this was a very simple matter as the mornings were nearly always very cool, and all houses could be easily cleaned of fly. Now, however, things have turned around and there will hardly be a relief from hot weather until the middle of August or even later, so smoke the fly out if there is any around. Mind well to have the plants wet enough at the roots, and use tobacco or nicotine papers, rather than gas during the summer months. Aim to syringe right after fumigating, as there will be plenty of fly that will not be quite dead, and if these are syringed off the plants into the walks or under the benches there will be an end to them. If tobacco stems are used see that they are not used too wet as the smoke from overwet stems will be largely steam and will not be very effective. Be careful, however, not to have the stems burn with a flame as this would make hot smoke which would be almost sure to burn the foliage of the roses. When about to fumigate a house that is cutting, cut a little tight the night before, as the roses cut the following morning would be bound to have a bad tobacco smoke smell, and if they are cut a little tight the smoke will not penetrate into the tighter buds that are left on the plants. Better not use any stems in houses bearing roses as this would almost surely hurt the cut blooms thus depreciating their value, and nothing like that must happen now with prices low as they are.

## The Boilers

Now that the weather has settled down to being hot and the houses can run along without heat, see that the boilers receive their overhauling. It will not pay to neglect them for coal will be scarce and high so see that all boilers are in repair to run to 100 per cent. See that all smoke pipes are overhauled and any weak spots or places that have rusted through are replaced with new pipe. A good way to do when several boilers are in use using same size pipe is to take pipe from one boiler and use it to patch pipe on all the others then equipping one boiler with new pipe altogether. This will be good for a number of years, thus saving the work of fitting and setting up pipes yearly as would happen if old pipe and new pipe were patched together. See that the grates are in repair, and that they will be suitable to the fuel which will have to be used this coming winter. Clean out all flues well, and with steam boilers take out the manholes and get as much dirt off the flues as the limited space to work in will allow.

See that all scale is removed from inside the boiler, for if it is allowed to lay on the bottom, it will form a crust thus keeping the water away, and as this part is exposed to the hottest fire, it will be sure to burn and weaken and if high pressure steam has to be carried, is liable to blow out. See that the stationary grates are properly cleaned of all melted clinker, for there is nothing that will choke the fire quicker than clogged grates as no air can get through. If poor fuel has to be used, this will be even worse as it will stick all the harder to the grates.

## Coal

Standing at a railroad crossing the other day a long freight of coal cars went by, the cars being heaped full and well down on their springs. Some one is getting coal, and we hope no florist will fail to get his share, and to get it now as there may be poor chance later. The roads are nice and dry now, too, and many teams not so busy after the spring rush. So haul coal and more coal. Growers with acres of wood would do well to lay in a good stock cut into lengths suitable to burn under the boilers. Do not neglect to get all the old railroad ties if near a railroad doing a lot of repair work. These can usually be bought for a song, and time and time again they are burned in heaps to get rid of them. Cut into halves they certainly make excellent fuel for boilers. They must, however, be stored or piled so as to keep them perfectly dry, as they certainly can absorb a pile of water and this will not burn. In stacking these or wood, see that plenty of space is left for air to circulate, and with wood see that all sticks over 2½ inches in thickness are split, otherwise they will not season right and be almost useless as fuel, being better fit for a smokehouse. Pile real handy as near as your insurance man will permit. Be careful about piling soft coal in closed cellars as it is liable to spontaneous combustion. Better pile all soft coal out in open, but handy to get at.

## A New Pest

With all the other pests that are enemies of the rose, we never thought there could possibly be any more, but we were wrong, as to our surprise we have seen some rose plants in the greenhouse badly infested with scale. This was not the small scale of the San Jose species but some large scale resembling potato beetles in shape although much smaller of course. As long as this pest has appeared in one place there are other places where it may be, and if not taken in hand on time will spread so as to be beyond control, and the plants would be ruined no doubt before the grower would discern what is wrong. Look over the plants carefully and if there is any scale present it will surely show on the older wood, especially around the base of the plants. As for remedies, syringing is the only thing we would suggest, a good pressure applied where needed will soon clean them out, but if any scale is present do not neglect to get right at it and not give it any peace until it is done for.



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**Bermuda lilies coming**

The favorable ruling in regard to lily bulbs from Bermuda must be a very great relief to our bulb growing friends in that little island as well as to the lily forcing growers in this country. It will take a load off their minds for it means much to them. The embargo on bulbs and other stock was hitting Bermuda very hard. They depend mainly on the United States for their prosperity and as they are our allies in the great task which our country has before it, we are pleased to get the news of their exemption.

## Planning ahead

The unpropitious outlook for any supply of plants from abroad such as florists have heretofore forced in large quantity for winter sales, Easter trade, etc., leaves a good opening for the exercise of initiative and good judgment in the selection and growing commercially of varieties of flowering plants which have not before been commonly grown to supply the florists' winter and spring demand. The public are not especially hard to suit and are always ready to welcome something new, provided it has quality, is neatly grown and makes a good show for the money. The list of available things, new and old, to fill the bill, is large. For pot plant use we think of Canterbury bells and several other campanulas, amaryllis, foxgloves, etc., all of which would be well received. Then there are fuchsias, pelargoniums, oxalis, and calceolarias, all good. Seed plants, such as gaillardias, delphiniums, nasturtiums, salpiglossis, etc., are useful as cut flowers especially. In azaleas we have *Azalea Kämpferi* to help fill the vacant place. Many more lilacs, French hydrangeas and similar things, already popularized, could be marketed at Easter, and they can be readily produced by any good plant grower without sending abroad. There are never enough cyclamen to be had. Seed of the very finest strains are now offered by dealers, in this paper. In new things, there is *Viburnum Carlesi*. Early, fragrant and beautiful, it blooms in small sized plants and any grower who undertakes to grow it in quantity commercially, can make it a big success. Initiative, enterprise and publicity will accomplish wonders. Reason it out, lay plans for a drive and start to carry them through.

## We need better express service

Never have the florist and nursery trades had to endure so much annoyance and loss from delay and failure of shipping facilities as during the past few months. The shipments have invariably borne tags or labels displaying in bold type the perishable nature of the goods and urging immediate delivery, which service the express companies apparently have been quite unable to render and in consequence many valuable shipments have reached their destinations in worthless condition, while many more have never been delivered. Delivery by parcel post has been likewise disappointing and it would seem that at present, there is really no dependable means of prompt shipment. It is not our policy to indulge in useless pessimism, and when we call attention to this serious condition, it is for the purpose of drawing out from among our thoughtful readers some suggestion of remedy. We would ourselves suggest that perhaps the government may in the near future see its way to inaugurate a special delivery system for parcels by express, as well as by mail and for which, if it could be established, an extra special delivery fee would be paid cheerfully and with appreciation for such more expeditious service. Another trouble has been the extreme difficulty experienced in collecting from the express companies for lost shipments. These companies have had a most elaborate system of procrastination, apparently with a view to discourage claimants in the pursuit of their just claims, and the payment of which has often been put off by means of repeated dilatory tactics for many months and in some instances years. Should not this whole matter be taken up at the coming S. A. F. convention and our legislative committee directed to take necessary action in the matter?



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## THE PUBLICITY CAMPAIGN.

The Secretary arrived in Portland, Ore., escorted from Tacoma, Wash., by J. B. Pilkington, a prominent member of the Portland Floral Society. Although his hour of arrival was near to midnight, James Forbes, representing the Portland craft, was at the station to meet him and conducted him to his hotel. Next day he was, under good guardianship, introduced to the florist trade of Portland and vicinity, among whom he secured a number of new members for the Society, and some substantial subscriptions to the Publicity Fund; several who had already subscribed doubled their subscriptions. He feels deeply indebted to the Portland florists for many courtesies extended, particularly to Mr. Forbes—who, without encroachment upon travel time, was especially interested in seeing that the visitor had the opportunity to view the great Columbia Highway, the Park System, shipyards and other local places of interest—E. J. Steele, president of the Portland Floral Society, A. J. Clarke and J. B. Pilkington. The Portland Floral Society is a very-much-alive organization, and held a special meeting to welcome the Secretary, at which about fifty were present, who evinced keen interest in the campaign, and in the work of the Society. A most enjoyable banquet was served in a manner typical of the hosts, whose open-hearted welcome the Secretary will long remember. From Portland he journeyed to San Francisco, again under the care of Mr. Pilkington, who probably was expected to see his charge safely out of Oregon.

In San Francisco the Secretary received many courtesies at the hands of S. A. F. Director Angelo Rossi, who was anxious that the visitor should meet with as much success as possible in our old Convention City. To Hans Plath, Daniel MacRorie and Eric James he desires to express hearty thanks for assistance given him, particularly in journeying to surrounding towns. Interest in the campaign appeared to be quite lively in San Francisco, and some good contributions to the Campaign Fund resulted.

The time is drawing near when a general report covering the Publicity Campaign and the Campaign Fund

must be made. A whole afternoon has been set apart in the St. Louis Convention Program for a discussion of publicity work, and the attendance promises to be large. At this time the subscription records will be presented, and all who have "done their bit" will share in the honor of having their assistance eulogized by an assembly which will be composed of men prominent in all branches of the trade.

Mr. Nonscriber: Can you, should you, allow your name to be absent from this roll of honor? Just think over the matter in the week to come. There is time yet for you to help swing this Campaign Fund over the point set for it before the date of meeting, and with your assistance the good work already accomplished may be continued over a period which, without the benefit assuredly to result, it might be hard for our industry to bridge. Never was publicity for flowers more needed—never could your support be more timely than now.

The following additional subscriptions are recorded:

Annually for Four Years—Columbia Floral Co., Butte, Mont., \$15; Sylvester Hansen, Butte, Mont., \$5; Peters & Son, Hillyard, Wash., \$5; P. Seavey & Son, Spokane, Wash., \$5; Hollywood Gardens, Seattle, Wash., \$25; Woodlawn Flower Shop, Seattle, Wash., \$25; Rasia Bros., Seattle, Wash., \$25; Geo. H. Burke, Atlantic City, N. J., \$10; Max M. Smith, Portland, Ore., \$15; Wiedemann Bros., Milwaukee, Ore., \$5; B. Juerjens, Peoria, Ill., \$20; MacRorie-McLaren Co., San Francisco, Cal., \$50; Pelicano, Rossi & Co., San Francisco, Cal., \$50; Podesta & Baldocechi, San Francisco, Cal., \$50; H. M. Sanborn Co., Oakland, Cal., \$25; Francis Floral Co., San Francisco, Cal., \$25; B. M. Joseph, San Francisco, Cal., \$25; Ferrari Bros., San Francisco, Cal., \$25; H. Plath, San Francisco, Cal., \$25; E. James, Oakland, Cal., \$25; C. Kooyman, San Francisco, Cal., \$25; J. B. Boland, San Francisco, Cal., \$10; Theodore Yakes, Oakland, Cal., \$10; Enomoto & Co., San Francisco, Cal., \$10; Laurence M. Lalanne, San Francisco, Cal., \$10; John Olsen, San Francisco, Cal., \$10; F. C. Jaeger & Son, San Francisco, Cal., \$10; Wm. Macdonald, Oakland, Cal., \$10; Thorsted Floral Co., Oakland, Cal., \$10; Julius Eppstein, San Francisco, Cal., \$10; H. A. Avansono, San Francisco, Cal., \$10; Herman Bevin, San Francisco, Cal., \$10; Clarke Bros., Oakland, Cal., \$5; Richard Dinucci, San Francisco, Cal., \$5; E. Lombardi, Anchor Floral Co., San Francisco, Cal., \$5; Domenico Mulinori, San Francisco, Cal., \$5; Arthur Taylor, Boonton, N. J., \$5; Floral City Nursery, San Mateo, Cal., \$20; Art Floral Co., San Francisco, Cal., \$25.

Second Subscription—Steele's Pansy Gardens, Portland, Ore., \$10; Martin & Forbes Co., Portland, Ore., \$50; Wilson-Grout-Gehr Co., Portland, Ore., \$5; Niklas & Son, Portland, Ore., \$10; Clarke & Son, Portland, Ore., \$25; Tonseth Floral Co., Portland, Ore., \$10; The Swiss Floral Co., Portland, Ore., 13 years, \$30.  
Total, \$800.00. Previously reported from all sources, \$37,538.75. Grand total, \$38,338.75.

JOHN YOUNG, Secy.

1170 Broadway, New York.

## THE ST. LOUIS CONVENTION AUGUST 20, 21 AND 22

### The Program

The program for the Wednesday afternoon session, August 21, has been amended to read as follows:

2.00 p. m. Report of Committee on Publicity, by Henry Penn, Chairman. Report of the Publicity Finance Committee, by George Asmus, Chairman. Report of the Promotion Bureau, by Secretary John Young. Discussion. Address—"Publicity", by Major P. F. O'Keefe, Boston, Mass.

Under this arrangement, all matters concerning the Publicity Campaign will be taken up at one session, the whole afternoon being devoted to this very important subject.

## THE TRADE EXHIBITION

That the Trade Exhibition will again be an important feature of the annual Convention is now practically assured. While exhibitors located at a distance have been forced to consider seriously present conditions of freight transportation, the situation in this respect is sufficiently improved to remove doubt as to the possibility of arrivals on time for the Convention dates. The attention of exhibitors wishing to have novelties or improved devices passed upon by the judges is directed to Rule X, which is as follows:

Awards: Exhibitors showing novelties or other improved devices which they wish to have examined by the Judges for such special notice or award as they are deemed worthy of, shall make an itemized voucher thereof with the Secretary in advance. Firms or corporations desiring their exhibits considered for award, must state the name of a member of the firm or company who is a member of the Society. In case any article or device has received an award at a previous S. A. F. exhibition, award shall cover subsequent improvements only. No award will be made covering the quality of seeds, fertilizers, plants and other articles of such a nature on which an intelligent opinion cannot be had without a practical test. None but flower pots conforming to the Society's standards will be considered for award by the Judges. No award will be made to exhibitors who are not members of the S. A. F. & O. H.

The following additions to the list of exhibitors have been made:

Robert Craig Co., Philadelphia, Pa.; Schloss Bros., Ribbon, Inc., New York; Ickes-Braun Mill Co., Chicago, Ill.; Cottage Gardens Nurseries, Inc., Eureka, Cal.

The exhibit of the Cottage Gardens



Nurseries Co., which will comprise a collection of home grown bulbs, is directed by Mr. Chas. W. Ward, president of the Company, to be sold at auction for the benefit of the S. A. F. Red Cross Donation.

#### DEPARTMENT OF PLANT REGISTRATION

Public notice is hereby given that the E. G. Hill Co., Richmond, Ind., submits for registration the following new Roses:

Rose Premier—seedling of Ophelia X Mrs. Chas. Russell; color deep pure rose; very large in bloom; splendid forcing qualities; a "big Rose" in every way; exceptionally free bloomer.

Rose Victor—seedling of Ophelia X Killarney Brilliant; type of Killarney Brilliant; very free; large in growth and bloom.

Rose Golden Rule—seedling of Ophelia X Sunburst; a yellow Rose, much like Ophelia in growth; good color; excellent forcing qualities; very free in growth and bloom.

Rose Mme. Butterfly—A highly colored sport of Ophelia.

Any person objecting to these registrations, or to the use of the proposed names is requested to communicate with secretary at once. Failing to receive objections to the registrations, the same will be made three weeks from this date.

JOHN YOUNG, Secy.

July 27, 1918; 1170 Broadway, New York, N. Y.

#### S. A. F. & O. H. CONVENTION ENTERTAINMENT.

Our convention this year it is true should and will have more and longer business sessions than any convention we have ever had and it is the foremost idea in the mind of every member of the S. A. F. & O. H. in this locality to help in every way possible to impress everyone that the meetings should be well attended. However, we felt that a convention is not complete unless there is just a bit of entertainment in some form, but on account of the time being so well taken up on the three convention days, it behooves us to ask all of our visitors to stay over the fourth day, Friday, Aug. 23rd, and have one day of entertainment, not an elaborate program, but a pleasant day with entertainment fitting and in keeping with the present conditions.

We aim to adhere to the warnings of the officers of our society and ask every member to attend each meeting

session, this will have a tendency to stimulate attendance for future conventions and will show that we are deeply interested and appreciate the work accomplished by our officers and directors in the past year. It is of importance to every florist to know and acquaint himself with the great work being performed by the S. A. F. & O. H.

All of the ladies are invited to attend, even though the three convention days are busy and occupied days for the men, the ladies will be looked after by our local folks and we might add that St. Louis offers a great variety of sight-seeing, many points of interest for any sort of an inclination or temperament.

We further add that on the evening of the third convention day, Thursday, Aug. 22, the Missouri Botanical Garden will entertain all members and ladies of the S. A. F. & O. H. in the former's gardens.

We once more ask all visitors to stay over for the fourth day and take advantage of the opportunity to see everybody, to have that long wished for talk with somebody, in short, enjoy one day after three days of strenuous business meetings. This will put you into that (Gee, but the Boss must have had a great time at the convention) spirit, when you return home. It's really the after effects of anything we do that counts. We want you to carry away from St. Louis an impression that will be a pleasant memory to you and a credit to our city.

We welcome you.

ENTERTAINMENT COMMITTEE,

FRANK A. WINDLER, Chairman.

#### JUST GONE FISHING.

Lorimer said some time ago, "Say less than the other fellow and listen more than you talk, for when a man is listening he isn't telling on himself and he is flattering the fellow who is."

Well, since our Publicity Campaign has started I am sure that I've talked considerably about National Campaigns, but now for the next four weeks me and mine hike to our hole on the shore of Belgrade Lakes for a solid month of quietness, fishing and soliloquy.

Mine has indeed been a pleasant and interesting task and as I sit fishing (without catching fish) will have ample time to consider the fulfillment of several plans in mind for next Fall's campaign, and as we all like a little flattery, will get mine by listening to others, for the rest of the summer and saying nothing for publication in the

interval. So that the little squib which our kind editor has inserted weekly will cease until we are home-ward bound heavily laden with fish and the hope that Publicity has not gone to seed because of our interest in so fine a work as this our first campaign.

With kindest wishes to all for a most pleasant vacation.

Very sincerely yours,

HENRY PENN, Chairman.

P. S.—I want to take this opportunity of thanking, on behalf of our Publicity Committee, all those who have up to date sent in contributions.

#### A GOOD RHODODENDRON.

To a Rhododendron which is growing in Mr. Hunnewell's garden at Wellesley the name of Glennyi has been given. This name is probably not correct, at least it is not found in the catalogues of garden Rhododendrons. There was once, however, in England a Mr. Glenny who raised hybrid Rhododendrons, for on the 5th of February, 1838, at a meeting of the Royal Horticultural Society in London, "Mr. George Glenny exhibited a Rhododendron said to have been raised by himself from seed. It did not appear different from a variety raised some years since by Mr. Waterer, of Knapp Hill, and called in the gardens *R. pulcherrimum*. It is said to have been a hybrid between *R. arboreum* and *R. caucasicum*, and was raised at Knapp Hill in 1832; it has pink flowers." The plant in Mr. Hunnewell's garden is evidently a hybrid of *R. caucasicum*, and has been growing there for fully fifty years. The original specimens were certainly imported from England and are now round-topped bushes about six feet high. For at least thirty years they never suffered from heat or cold and have never failed to bloom freely. The leaves show the influence of *R. catawbiense* but the size of the flower-clusters and the size of the white flowers, which are a good deal like those of *R. Boule de Neige*, point to *R. caucasicum*. The early flowers, for this is one of the earliest of the hardy Rhododendrons to flower in this climate, show too the *caucasicum* influence. But whatever name it should bear and whatever its parentage this Rhododendron is a valuable plant, for it is certainly one of the hardiest hybrid Rhododendrons which have been planted in this country. There are only small plants in the Arboretum Collection where it has not yet flowered.—*Arnold Arboretum Bulletin*.



## Trees Worthy of General Planting in Northeastern States

Extracts from the Arnold Arboretum Bulletin.

*Populus Maximowiczii* is a native of eastern Siberia, eastern Saghalin and northern Japan. It is the largest tree of eastern Siberia where it sometimes grows eighty feet high with a trunk six feet in diameter and a broad head of massive spreading branches. They have never been attacked by borers which make the cultivation of the Balsam Poplars and some of the Cottonwoods so difficult and unsatisfactory, and their leaves apparently have no attraction for leaf-eating caterpillars. *Populus Maximowiczii* is not only the handsomest and most satisfactory tree in the Poplar Collection but it is one of the few large exotic trees with deciduous leaves which can be recommended for general planting in the northern states. For the list of such trees is a short one. It includes the Gingko, which stands alone in its class and is one of the great trees of the world. *Pseudolarix* is another Chinese tree which is alone in its class and, although discovered only seventy years ago, it has been long enough in this country to show that it is perfectly able to adapt itself to the Massachusetts climate. The European Larch, although less picturesque than the Larch of northeastern North America, is a larger and more valuable tree, and the experience with it in New England shows that it is a tree which can be depended on to grow here rapidly to a large size.

The two Silver Poplars of Europe (*Populus alba* and *P. canescens*) flourish in the United States where they have grown to a large size and are as much at home as they are in their native countries. The Silver Poplar of northern China (*P. tomentosa*) is one of the handsomest of all Poplar-trees. It has grown well in the Arboretum but it is too soon to form an opinion of its value in this country. Two European Willows, *Salix alba* and *S. fragilis*, and some of their varieties, have become completely naturalized in the northeastern states where they grow as large or even larger than in Europe and are important additions to the North American silva. The Chinese Weeping Willow (*S. babylonica*) is not always perfectly hardy in Massa-

chusetts, but further south is valued as an ornamental tree.

*Cercidiphyllum* is the largest deciduous-leaved tree of Japan, and although it was introduced into the United States only forty years ago it gives promise of becoming a permanent addition to the trees of the largest size which can be successfully grown here. The Chinese White Mulberry (*Morus alba*) is a larger and hardier tree than the Mulberry-tree of the eastern states, and is perfectly at home here. Probably the most generally useful, however, of the large deciduous-leaved trees which have been brought into the northern states is the *Ailanthus* of northern China which must have been growing here for nearly a century. It grows rapidly and is perfectly hardy, and it can resist the heat, drought and dryness which trees have to suffer in our cities better than any other tree with the exception, perhaps, of some of the Poplars.

All foreign Oaks which can be introduced to live here are proper inhabitants of the Arboretum where they are needed for study and public display, but for general planting the Oaks of other countries will never be used in New England in preference to the native species. Of all the Elm-trees of the world not one equals in grace and beauty the White Elm of eastern North America (*Ulmus americana*). It is a true lover of the country, however. Moved to the city it soon languishes, for it resents city conditions of overdrained soil, smoke and bad air. One of the so-called English Elms is better able to thrive in cities where the American Elm fails, and in Boston and its suburbs the English tree has been growing for more than a century and has proved itself valuable. None of the exotic Ash-trees are really valuable here. In the eastern United States no Ash is as good as the American White Ash (*Fraxinus americana*) for the decoration of parks and roadsides and the production of timber. European Birch-trees grew well in the northern states until they were attacked by a borer which destroyed them by thousands. The slender drooping branches of *Betula pendula* make it an interesting and attractive object but it is not as

handsome a tree as the native Canoe Birch (*Betula papyrifera*) which is the handsomest of the white-barked Birches and in one of its forms exceeds all other Birch-trees in size. *Betula Maximowiczii* with pinkish bark, and a native of northern Japan, is, however, a handsomer tree than the Canoe Birch.

The pale gray bark of the trunk and branches of the American Beech makes it in winter the most beautiful of all Beech-trees, but as a planted tree it does not behave as well or grow as rapidly as the European Beech which, in spite of its darker colored bark, is a better tree for the decoration of our parks. The northern Linden (*Tilia glabra* or *americana*) is a noble tree in the northern forests, but it does not take kindly to cultivation in a climate as warm as that of Massachusetts. Planted trees grow slowly here; the leaves are usually disfigured by red spiders and turn brown and fall during the summer. A planter who wants Linden-trees had best use some of the European species. The most satisfactory of them here is *Tilia vulgaris*, believed to be a natural hybrid between the other western European species *T. platyphyllos* and *T. cordata*. No American Horsechestnut or Buckeye can compare in size or in the beauty of its flowers with the species of southwestern Europe (*Aesculus Hippocastanum*). The European Horsechestnut is as much at home here and grows to as large a size as it does in western Europe. It thrives, however, only in deep rich soil and usually resents city conditions. It is a miserable street tree, as can be seen in Paris, where the leaves turn brown and fall by midsummer, and in New York and Boston where fortunately it has not been generally planted. Among the Maples of large size which have been planted in the eastern states only the so-called Norway Maple (*Acer platanoides*) has shown real power to flourish here. It is a smaller and less beautiful tree than the native Sugar Maple, but the Sugar Maple, too, resents city conditions and objects to living at the seashore, and as the Norway Maple has proved a valuable tree for city and seashore planting it must be considered one of the really valua-



ble foreign trees introduced into this country. The Old World Walnut-tree (*Juglans regia*) although it is a native of China, is a handsomer and more valuable tree than any of the American Walnut-trees, but unfortunately it is only doubtfully hardy in the northeastern states and will probably never grow to a large size here or produce the great crops of nuts and the timber which make this such a useful tree in many parts of the world. Chestnut-trees (*Castanea*) are fast disappearing from the United States as the Chestnut-tree disease spreads. The European Chestnut is not hardy in Massachusetts. The Japanese Chestnut is a small tree of no great value, and the Chinese *Castanea mollissima*, which it is hoped may prove resistant to the disease, has only been in the country for fifteen years.

It appears, therefore, from the experience gained in Massachusetts during about a century that only the following deciduous-leaved trees of large size have proved themselves to be worth general planting in the northeastern states for ornament or timber:—the Gingko, the *Pseudolarix*, the European Larch, three species of Poplar, three Willows and their hybrids, the *Cercidiphyllum*, the White Mulberry, the *Ailanthus*, the European Beech, the English Elm, one Birch, three Lindens, the European Horsechestnut, and the Norway Maple, twenty in all. At the end of another century the record of the Arboretum will, it is to be hoped, be able to tell a story of greater successes.

## Horticultural Books

For Sale by

HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D Smith .....	\$0.50
The Chrysanthemum. Herrington .....	.50
Commercial Carnation Culture. Dick .....	1.50
Commercial Rose Culture. Holmes .....	1.50
Violet Culture. Galloway .....	1.50
Greenhouse Construction. Taft ..	1.50
Sweet Peas up to Date. Kerr ..	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kalns ..	1.50
Plant Pruning. Kalns .....	1.50
Book of Garden Plans. Hamblin ..	2.00
Landscape Design. Hubbard ..	6.00
The Art of Outdoor Rose Growing. Thomas .....	6.00
The Home Vegetable Garden. Krubm .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose .....	1.00
Principles of Floriculture. E. A. White .....	1.75
Foundations of American Grape Culture. Munson .....	2.00
Plant Materials of Decorative Gardening. Trelease .....	1.00
Aristocrats of the Garden. Wilson .....	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes .....	\$6.00

## CONCENTRATE ON YOUR SPECIALTY—IT'S AS BIG AS YOU ARE.

(Above Quotation by Herbert Kaufman)

There is no better time than now for concentration as applied to flowers. Let us take our business during the summer putting forth new energy daily into some specialty such as dainty baskets with an added touch of ribbon, or a new combination, loose bunches of flowers properly displayed, etc., so that when the prospective customer enters your shop he is immediately shown something for quick delivery. This has decided appeal and makes a quick sale. Or, suggestions of new out-door flowers coming into the market makes another appeal, and there are numerous individual touches each store has for its own that attracts the customer.

We are hearing new tales every day from new prospects and by way of present conditions here's one that happened to me yesterday, the cause of the above keynote: "Show me some good roses, my Mother-in-law is sick. I am making plenty of money," etc., etc. Just think of the old Mother-in-law story against this, and this little incident is one of the many new reasons why we are getting new types of flower buyers in the summer, but who are earning big salaries and who want ways and means to do good to some one for past favors. Why not make them concentrate on flowers? And just for illustration having in mind the hard summer ahead of us with a little more energy than usual we have been able to say that our sales thus far have been greater this summer than any previous year. But how was this done? By expending just a little more for publicity than previous summers.

We all have the organization to look after and why not do that one thing so essential for better business? Spend a little more for flower advertising in your home newspapers telling the home folks that you still have a commodity to sell, and then do it again and again, make your job as big as you are and success will be yours eventually.

The *Chicago Tribune* recently published an article on how H. C. Selfridge of London, the large department store owner who placed advertising as the secret of his success and who bought space in London papers at one dollar a line in such large quantities that the papers in London had to limit him as to how much he could use; he wanted more space than they could give him, and that during this present war-period.

## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6 ft., 2,000	\$21.00	
" 6-9 ft., 600	7.00	
" 9-12 ft., 400	8.50	

Prices ex warehouse New York.  
Terms—Net cash 30 days.

**McHUTCHISON & CO.**

95 Chambers St.,

New York

## Freesia Purity

MAMMOTH SIZE.

Also 5-8 and up

**FREESIA**—refracta alba 5-8 inch. **SWEET WILLIAM**—single mixed fine strain.

**CYCLAMEN** Seed. Finest American grown from the very finest strains.

Prices on Application


**J. M. THORBURN & CO.**

53 Barclay Street  
Through to 54 Park Place  
NEW YORK CITY

## STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The **CONARD & JONES CO.**  **WEST GROVE PENN., U.S.A.**

Robert Pyle, Pres.

Antoine Wintzer, Vice-Pres.

We are subscribers to the Nurserymen's Fund for Market Development

Does it pay to advertise under adverse conditions?

Mr. Selfridge attributed his success to advertising because as he says, he forced it.

Again, does it pay to advertise? Yes, with emphasis on *it does*.

HENRY PENN, Chairman,  
National Publicity Campaign.

## THE BEST TEN WINTER-FLOWERING SWEET PEAS

In going over the season's sweet pea records with Mr. Kerr during a recent visit to Fordhook we asked him to name the "best ten" for a florist to use as a paying proposition for a winter and spring cut flower crop. While he was reluctant to slight any of his favorites, as they were all good in some way or other he finally consented (with an eloquent burst of adendas about the other Nannies and Susies) to pick out the following:

1, Daybreak, cream; 2, Early King, crimson; 3, Empress, rose pink; 4, Enchantress, deep pink; 5, Loveliness, light pink, edge rose; 6, Fordhook, pink and white; 7, Yarrowa, bright rose; 8, Lavender King, deep lavender; 9, Exquisite, primrose, edge red; 10, Snowstorm, the best pure white.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### "Dutch" Bulb Possibilities.

Take the question of hyacinth, tulip, narcissus and other bulbs, commonly known as Dutch bulbs, there are millions of these bulbs now growing along the Pacific Coast at various points from Santa Cruz northwards to Vancouver, B. C., and in the vicinity of Norfolk, Va. Here again may be found localities where the climatic and soil conditions are far superior to the conditions in which these bulbs are grown in any part of Europe. In Holland, in spite of the conditions that are decidedly unfavorable for the culture of these bulbs when compared with the conditions in the Pacific Coast bulb districts, the Hollanders have through sheer devotion to their business and stubbornly and laboriously given the culture of these bulbs their undivided attention and also through shrewd ability to advertise and sell their goods, enjoyed a practical monopoly of what is known as Dutch bulb growing, simply because no one else in any other part of the world has thought it worth while to delve deeply into commercial bulb culture and give it the necessary attention to make a success of it.

In the Eureka bulb district lilies grow luxuriantly and when left alone increase from year to year until enormous clumps that bloom annually are the result. Gladiolus bulbs which were planted three years ago turned out clumps of from 90 to 110 saleable bulbs to the clump. These bulbs had not been cultivated and were surrounded by a thick growth of grass and the same was found to be true of all varieties of narcissus and in some instances clumps of hyacinths were discovered which had been blooming in the same position for several years. Examination of these clumps showed large, vigorous solid bulbs in perfect health and not a sign of disease of any kind.

—From Report by C. W. Ward.

Rochester, N. Y.—Combining their knowledge and experience of many years Charles H. Vick, for years president of the James Vick's Sons, and George B. Hart, for 15 years head of a large wholesale florist business, have formed a new seed and nursery concern to be known as Hart & Vick, Incorporated. Already a store has been opened at 55 Stone street where the usual line of seeds and plants, shrubs, nursery stock and supplies are

## S. & W. Co.'s American-Grown CYCLAMEN SEED



This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 sds	1000 sds		100 sds	1000 sds
Giant Salmon Rose..	\$2.00	\$15.00	Giant Fringed Rose..	\$3.00	\$25.00
Giant Dark Rose ...	2.00	15.00	Giant Fringed White		
Giant Rose .....	2.00	15.00	with red eye.....	3.00	25.00
Giant Dark Red ....	2.00	15.00	Giant Fringed White		
Giant Light Red....	2.00	15.00	(Rococo) .....	3.00	25.00
Giant White with red			Giant Fringed Mixed.	2.50	20.00
eye .....	2.00	15.00			

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Winter flowering Spencer Australian Varieties direct from the Originator.

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Asparagus Sprengeri, Bellis Perennis, Calceolaria, Calendula, Cineraria, Cyclamen, Gypsophila Gr. Alba, Mignonette, Pansy, Snapdragon. All selected stock.

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found. Mr. Vick will give his personal attention to the new store and he will be glad to receive catalogues and prices from growers.

#### CATALOGUE RECEIVED.

J. Bolgiano & Son, Baltimore, Md.—Wholesale Price List for Summer and Fall, 1918.

#### PUBLICATION RECEIVED.

Massachusetts Horticultural Society—Transactions, Part 1, for the year 1918. Contains a full report of the winter lectures, including Plants for the Rock Garden, The Arnold Arboretum, New Crops for Food Supply, The Peony, and The Diseases of Roses.



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Albany, N. Y.—H. G. Eyres, 106 State St.  
Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 Newbury St.

Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Feters Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New Boston Rd. and 36 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017 Grand Ave.

New Haven, Conn.—J. N. Champion & Co., 1026 Chapel St.

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New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison Ave., at 48th St.

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remainder being distributed among  
the hospital wards. The club has un-  
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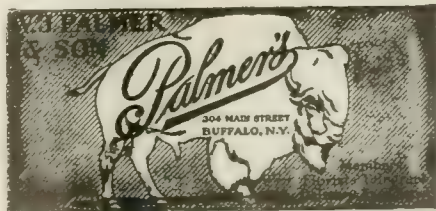
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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
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From Henry M. Robinson & Co.**

For Safety Place Your Orders With Us

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2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON		ST. LOUIS		PHILA.	
	Aug. 1		July 29		July 29	
Roses						
Am Beauty, Special	12.00	to 16.00	30.00	to 40.00	.....	to 50.00
" " Fancy and Extra	8.00	to 10.00	25.00	to 30.00	.....	to 40.00
" " No. 1 and culls	2.00	to 6.00	0.00	to 10.00	.....	to 10.00
Russell, Euler, Mock	1.00	to 8.00	3.00	to 15.00	3.00	to 25.00
Hadley	2.00	to 10.00	2.00	to 5.00	4.00	to 10.00
Arenberg, Hoosier Beauty	.50	to 4.00	2.00	to 5.00	.....	to 10.00
Ward	.50	to 4.00	2.00	to 4.00	3.00	to 5.00
Killarney, Radiance, Taft	.50	to 4.00	3.00	to 6.00	2.00	to 6.00
Ophelia, Sunburst, Hillingdon	1.00	to 6.00	2.00	to 10.00	2.00	to 8.00
Carnations	.50	to 2.00	2.00	to 4.00	2.00	to 4.00
Cattleyas	50.00	to 60.00	.....	to 50.00	40.00	to 75.00
Lilies, Longiflorum	4.00	to 8.00	10.00	to 12.50	10.00	to 12.00
Lilies, Speciosum	3.00	to 6.00	.....	to 5.00	5.00	to 10.00
Lily of the Valley	2.00	to 6.00	4.00	to 6.00	4.00	to 8.00
Gladioli	1.00	to 4.00	3.00	to 6.00	4.00	to 8.00
Sweet Peas	.25	to .75	.20	to .30	.75	to 1.00
Asters	1.00	to 2.00	2.00	to 4.00	1.50	to 5.00
Adiantum	.75	to 1.00	1.00	to 1.00	1.00	to 1.50
Smilax	15.00	to 25.00	.....	to 12.50	25.00	to 25.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 50.00	50.00	to 50.00

## WILLIAM F. KASTING Co.

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568-570 WASHINGTON STREET - BUFFALO, N. Y.

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184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

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GROWER of

CUT FLOWERS

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347-357 Cambridge St., Boston  
Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
ceived one.



# Flower Market Reports

Gladioli, asters and sweet  
**BOSTON** peas completely glut the market this week and in consequence prices have fallen in nearly every grade of stock. Business as a rule is quiet and the general clean-up in the market which in times past has been accomplished by the street venders is now no more as the work or fight ruling of the war department seems to have completely wiped them out. Roses have been hard to keep and have been coming in in a bad condition. Carnations have about disappeared but lilies as well as lily of the valley are very plentiful.

Trade, which was very  
**CHICAGO** good during the first half of July, has considerably dropped off as the month reaches a close. The exodus from the city has been delayed, both by cool weather and general conditions, and social affairs have kept the florists more busy than is often the case in mid-summer, so the dull season will at least be shortened. Funeral work uses up much second grade stock and shipping orders draw heavily on all the really high grade flowers that come into the market now. The extreme heat of last week has further reduced the supply of carnations. Asters are beginning to come more freely but the really good ones are greatly in the minority. There are some good roses but they too lessen in quantity with the passing of each week. Gladioli are here in abundance and the first chrysanthemums are offered. Miscellaneous stock holds up well.

The situation shows  
**NEW YORK** little, if any, improvement over conditions of a week ago. The market is over-supplied with tea roses, asters, gladioli and miscellaneous outdoor stock with a very light demand. Much of the stock coming in cannot be moved at any price. Some very good flowers of Columbia are on the market and even these are hard to dispose of.



## GLADIOLI

Mostly of the choicer and better varieties, a splendid assortment.

\$4.00, \$5.00, \$6.00 per 100.

As a Special, in lots of two hundred or over, our selection, \$3.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

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BALTIMORE  
 Franklin & St. Paul Sts.

WASHINGTON, 1216 H. St., N. W.

### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI July 29		CHICAGO July 29		BUFFALO July 29		PITTSBURG July 29	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	20.00	to 30.00	20.00	to 25.00
“ “ Fancy and Extra.....	15.00	to 20.00	20.00	to 30.00	10.00	to 20.00	12.00	to 15.00
“ “ No. 1 and culls.....	6.00	to 10.00	8.00	to 12.00	2.00	to 6.00	3.00	to 10.00
Russell, Euler, Mock.....	6.00	to 12.00	2.00	to 20.00	3.00	to 6.00	4.00	to 12.00
Hadley.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	.....	to .....
Arenberg, Hoosier Beauty.....	5.00	to 8.00	2.00	to 10.00	3.00	to 8.00	.....	to .....
Ward.....	4.00	to 6.00	2.00	to 10.00	2.00	to 3.00	3.00	to 8.00
Killarney, Radiance, Taft.....	3.00	to 6.00	2.00	to 10.00	2.00	to 4.00	3.00	to 8.00
Ophelia, Sunburst, Hillingdon.....	4.00	to 8.00	2.00	to 10.00	2.00	to 6.00	3.00	to 10.00
<b>Carnations</b>	.....	to 2.00	1.00	to 3.00	1.00	to 2.00	1.00	to 2.00
Cattleyas.....	60.00	to 75.00	75.00	to 100.00	40.00	to 50.00	50.00	to 75.00
Lilies, Longiflorum.....	10.00	to 12.50	10.00	to 15.00	8.00	to 10.00	10.00	to 12.00
Lilies, Speciosum.....	.....	to .....	.....	to .....	3.00	to 5.00	.....	to .....
Lily of the Valley.....	.....	to 6.00	4.00	to 6.00	6.00	to 8.00	.....	to .....
Gladioli.....	3.00	to 6.00	2.00	to 6.00	3.00	to 5.00	4.00	to 6.00
Sweet Peas.....	.25	to .35	.40	to 1.00	.25	to .40	.50	to 1.00
Asters.....	1.50	to 3.00	1.00	to 4.00	1.00	to 2.50	1.00	to 4.00
Adiantum.....	.....	to 1.00	1.00	to 1.50	.50	to 1.25	1.00	to 1.25
Smilax.....	15.00	to 20.00	15.00	to 25.00	15.00	to 20.00	.....	to 15.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 60.00

Owing to the ex-  
**ROCHESTER** treme heat of the past week business has not been very good. Quantities of outdoor flowers arrive, on which low prices are made in order to dispose of them. Roses are not so good as they were and the demand is light. Gladiolus, of which fair shipments arrive, are excellent and sell pretty good. Sweet peas are more plentiful and demand light. Carnations are small and poor. A fair supply of asters reaches us and are found useful.

The past week trade  
**ST. LOUIS** has been unusually quiet, the extreme heat causing complete dullness. Carnations

are scarce. Roses are coming in fairly well in Russells and Ophelias. Lilies are plentiful, and asters are just coming in.

Flowers are very  
**WASHINGTON** plentiful and of a quality that is as good as in winter. Prices are in proportion. Usually at this time of year roses and carnations are unobtainable and most of the stores are idle. Conditions are the reverse this year and July is proving to be the best in the history of the trade here. Gladioli are good and sell well. Gardenias are still to be had and there are enough orchids to go around. Dahlias are increasing in quantity. Asters are good.



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Highest Standard of Quality. Largest  
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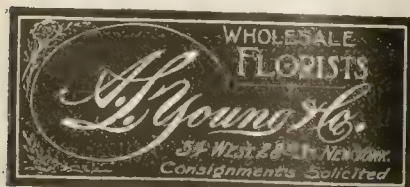
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A Full Line of ALL CUT FLOWERS.  
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A full line of Choice Cut Flower Stock for all purposes.

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ROSES AND CARNATIONS	Last Part of Week ending July 27 1918		First Part of Week beginning July 29 1918	
American Beauty, Special .....	10.00	to 20.00	10.00	to 25.00
" " Fancy and Extra .....	3.00	to 5.00	4.00	to 8.00
" " No. 1 and culls. ....	.25	to .50	.50	to 1.00
Russell, Euler, Mock .....	.50	to 8.00	.50	to 8.00
Hadley .....	.50	to 8.00	.50	to 6.00
Arenberg, Hoosier Beauty .....	.35	to 3.00	.25	to 3.00
Ward .....	.35	to 3.00	.25	to 3.00
Killarney, Radiance, Taft .....	.35	to 3.00	.25	to 3.00
Ophelia, Sunburst, Hillingdon, .....	1.50	to 2.00	.50	to 3.00
Key .....	1.00	to 10.00	1.00	to 10.00
Carnations .....	1.00	to 2.00	.50	to 2.00

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## Visitors' Register

Philadelphia—Harry R. Mitchell, of the Germain Co., Los Angeles, Cal.; Alexander Forbes, Newark, N. J.; Mr. Carter, of Carter & Son, Mt. Holly, N. J.

Chicago—Mr. and Mrs. W. S. Bell of Okmulgee, Okla.; A. Jensen, Springfield, Ill.; Thos. Wolfe, Waco, Tex.; Ralph Bather and sister Edith Bather of Clinton, Iowa.; J. B. Roy, Harrison, N. Y.

Rochester—P. M. Phillips, of the S. A. Weller Co., Zanesville, Ohio; C. M. Archer, of the Roseville Pottery Co., Julius Berg, New York; H. C. Neumann, Manchester, Conn.; H. Kurth, of Reed & Keller, New York.

Washington, D. C.—Stephen Vincent, White Marsh, Md.; W. Harry Wheeler, Great Neck, N. Y.; E. M. Jones, Charleston, W. Va.; E. J. Pass, North Platte, Neb.; F. Herman Cook, Baltimore, Md.; Emile Fardel, Great Neck, N. Y.

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### NEW YORK QUOTATIONS PER 100. To Dealers Only

#### MISCELLANEOUS

	Last Part of Week ending July 27 1918		First Part of Week beginning July 29 1918	
<b>Cattleyas</b> .....	25.00	to 30.00	25.00	to 30.00
<b>Lilies, Longiflorum</b> .....	4.00	to 6.00	4.00	to 6.00
<b>Lilies, Speciosum</b> .....	2.00	to 5.00	2.00	to 5.00
<b>Lily of the Valley</b> .....	2.00	to 5.00	2.00	to 5.00
<b>Gладиoli</b> .....	1.00	to 2.00	.50	to 2.00
<b>Sweet Peas</b> .....	to	to	to	to
<b>Asters</b> .....	.25	to 2.00	.25	to 2.00
<b>Adiantum</b> .....	.25	to .50	to	to .50
<b>Smilax</b> .....	5.00	to 10.00	6.00	to 8.00
<b>Asparagus Plumosus, &amp; Spreng</b> (100 bunches).....	10.00	to 15.00	10.00	to 15.00

#### EXPRESS PROBLEM SOLVED.

There are at least two florists who have solved the problem of shipping now in such unsatisfactory conditions. The Blind Floral Co. and F. C. Hinkel & Bro., both of Pittsburgh, motored to the greenhouses of J. L. Schiller, Toledo, for their supply of *Primula obconica*, using their pleasure cars for the purpose and if ever shipments arrived in good condition at destination it will be theirs. They had special

boxes made at home deep enough to suit the purpose and which fitted snugly in the back part of their cars. They left Pittsburgh early in the morning, arriving in Toledo in the evening, called up Schiller in the morning to have the plants picked and wrapped, and they were ready to leave at 2 p. m. to go to Cleveland to add to their express matter. A sure way of getting plants in good condition, even if expensive but they had a lot of fun out of their trip.

## Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$1.50.

HORTICULTURE PUBLISHING CO.

147 Summer St., Boston, Mass.

## Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery.

Profusely illustrated. 400 pages. 5½ x 8 inches.

Cloth. Net, \$2.00.

HORTICULTURE PUBLISHING CO.

147 Summer St., Boston, Mass.



## LOCAL AND GENERAL NEWS

### BOSTON.

Robert Montgomery was in town for a few days last week but will spend the rest of the summer at his cottage at Bustens Island, Me.

Patrick Welch and family are again enjoying the ocean breezes at Old Orchard, Me. Mr. Welch is planning, however, to go to the St. Louis convention.

B. A. Snyder, of B. A. Snyder & Co., has returned from an enjoyable trip through the White Mountains, and his brother, Julius, of the same firm is also back from a short stay at Martha's Vineyard. They have completely renovated their Devonshire street store, making several needed improvements in anticipation of an increased fall business.

Boston Common will be treeless in five or six years unless immediate action is taken in the matter of tree planting, Chairman James B. Shea of the Park and Recreation Board warned the city council. According to Mr. Shea, the entire replanting of the Common is favored by Professor Charles S. Sargent of the Arnold Arboretum. Chairman Shea appeared before the council and urged the transfer of funds from the Fenway appropriation to an appropriation for the Common for removing dead trees and planting young trees for reforestation in the Public Garden. The transfer of funds was promptly passed by the council.

As an experiment the community market, planned by the Suffolk County Food Administration, which opened in Horticultural Hall, Wednesday, was a very one-sided success. More than 11,000 circulars were sent out by W. L. Tehune, Suffolk County Home, Garden director, announcing the community market and inviting home growers to send their surplus fruits and vegetables. Very few answers were received to these circulars, and those who replied stated what later investigation showed to be the case generally, that the home growers are either selling their surplus products to their less fortunate neighbors, or are canning, drying and preserving them for future use. The failure of the market to materialize was an intense disappointment to nearly 1,500 would-be purchasers.

### CHICAGO.

A telegram from E. C. Amling announces his safe arrival in Los Angeles. He will spend a few weeks on the coast.

Some of Jas. G. Hancock's friends have discovered him sitting within the glass enclosure at J. Mangel's, the Palmer House Florist.

Wm. J. Smyth, of 31st and Michigan avenue, has an attractive rock garden in his store window and the effect of the falling water amidst the ferns and palms makes a delightful picture these mid-summer days.

The sale of the Anton Then place on Winnemac avenue, marks a change in the career of a large family, all the members of which are connected in some way with the trade. The ground covers 32 lots and has really become too valuable longer to be used for greenhouse purposes.

The entire force of the wholesale house of Zech & Mann, as well as friends from other houses, turned out to give Frank Jarel a farewell supper before he left for the Great Lakes Naval Training Station Saturday. Speeches followed the supper and Frank was made to realize that the best wishes of all go with him. A suitable token is to follow soon.

Phil Schupp, of J. A. Budlong's, knows a lot about roses and gets his information first hand, for he sees them from the time the plants are bought till the flowers are sold at the store. He has 2,500 plants of Columbia and hopes that it has a big future for his sake, but he says he cannot see that it is the equal of Russell so far. In size, form, coloring and foliage Mrs. Russell excels as a summer rose under present conditions.

### ROCHESTER, N. Y.

Clarke H. Vick, of the George B. Hart staff, is away on a two weeks' vacation at Canandaigua Lake.

Mrs. Marie Jacobs, of the Rochester Floral Co., is on a two weeks' vacation, which she is spending at the lake.

Private Dewey Lester passed through Elmira, N. Y., on his way to Camp Merritt, N. J., on Thursday p. m. He has been stationed at Corpus Christi for nearly 12 months. They expect to be sent "over there" very shortly.

### PHILADELPHIA.

We had a pleasant call from William H. Engler, the efficient representative of the Florists' Exchange in Philadelphia on the 27th inst. Glad to see him, and to put on record that he is a real boy.

Up in Bucks County they are all howling for rain. We have had lots of good showers around Philadelphia recently but north of us not a drop for forty days. Mr. Hellberg, who runs the Sam Lilly place up at Chalfont, when we called the other day, said carnation plants were at a standstill and they were afraid to move them inside until they got a good rain. This is a new place with some thirty-five thousand square feet of glass and is devoted exclusively to growing carnations. It is a thrifty, well managed outfit and well worthy of a visit when you are up Doylestown way. Mr. Hellberg is genial to strangers, an interesting talker and a man of parts.

### OBITUARY.

#### Hazel M. Keiber.

We are sorry to record the death of Hazel M. Keiber, of Rochester, N. Y., who was formerly bookkeeper for H. E. Wilson. Her death was not expected and came as a big blow to her many friends. Her husband, Sergeant Edward J. Keiber, is with the American Expeditionary Forces in France.

#### Emma L. Palmer.

F. E. Palmer, the Brookline, Mass., florist, has the deep sympathy of his many friends in the trade in the death of his wife Emma L., who passed away Wednesday, of this week. Mrs. Palmer was a native of Natick, Mass., and had been ill since last May. She is survived by her husband and five children, three daughters and two sons, one of whom, Lieut. George B., is an instructor in the army at Camp Lee, Va. The funeral took place Saturday, at 2 p. m., from Masonic Hall, Brookline, Mass.

### PATENTS GRANTED.

1,269,877. Hand Seed-Planter. George A. Sturrock, Port Townsend, Wash.  
1,270,087. Land-Roller. George Wright, Chatham, Ontario, Canada.  
1,270,070. Fertilizer-Distributor. Starley S. Swanson, Bellevue, Ohio.



## During Recess

### Annual Picnic of the Gardeners' and Florists' Club of Boston.

Perfect weather with very favorable temperature favored the Gardeners' and Florists' Club of Boston for their eagerly anticipated annual picnic at Cunningham Park, East Milton, on July 24th. The day previous Boston had a maximum temperature of 98 degrees. On July 24, with an overcast sky and pleasant haze, the thermometer at no time was over 78 degrees and conditions could not have been more ideal for athletics and the general comfort of the five hundred who attended.

The war has levied a heavy toll on the younger members and some thirty-five are now either at the front or in training including many of the leading Club athletes. In spite of this, all events drew keen competition, there being over twenty entries in at least five classes. The Privates this year just managed to win the baseball game. The Commercials lead in this event for quite a number of years. The Privates took things comfortably in that gruelling contest, the tug of war, and pulled their Commercial foes to the end of the field. Scotland beat England at association football 1 to 0. The score by no means represented the game which was played near the English goal most of the time. The heavy weight's race brought out a good field, President Rogers coming in feet ahead of Ex-President Methven, Ex-President Wheeler being a close third. The prizes of Thrift Stamps in all the children's classes proved very popular. No prizes were awarded in the adult classes. Visitors from Rhode Island and Connecticut were present, and nearly every horticultural center in Massachusetts was represented. There were no accidents or mishaps of any kind and the 1918 picnic will long live as a very pleasant memory.

The sport results were as follows:

Baseball—Privates beat Commercials 11 to 7. Winning team: R. M. Craig, Sheehan, A. White, E. Norberg, F. Norberg, W. Brown, W. H. Judd, M. S. Brown, Hughes.

Baseball, boys under 15—Nelson Bartsch's team won 21 to 15.

Baseball, married vs. single ladies—Won by the latter, score 10 to 9. Winning team: May Flood, Alice Brown, Dorothy Woods, Edith Iliffe, M. Iliffe, I. Rogers, F. Eisenhardt, L. Eisenhardt, H. Ness.

Quoit match—Frederick Coles, John Edgar.

75-yard dash, for girls over 12 and under 15 years—Marion Iliffe, Alice Brown, Mary Flood.

50-yard race, for boys under 8 years—William Donald, Arthur Beasley.

50-yard race, for girls under 8 years—Charlotte Newell, Margaret McKenzie, Elsie Waldecker.

75-yard race, for girls over 10 and under 12 years—Ethel Craig, Ruth Brown, Linda Rogers.

75-yard race, for boys over 10 and under 12 years—Nelson Bartsch, J. Edgar, F. Pederzini.

50-yard race, for girls over 8 and under 10 years—Dorothy Coles, Helen Peters.

50-yard race, for boys over 8 and under 10 years—Donald McKenzie, N. Pederzini.

100-yard race, for boys over 12 and under 15 years—Clement Esty, Prescott White, George Racz.

75-yard race, for married ladies—Mrs. F. Coles, Mrs. Rogean, Mrs. Monahan.

75-yard race, for girls 15 years and over—Edith Iliffe, Elsie Bartsch, Margaret Iliffe.

100-yard race for boys over 15 and under 18 years—Victor Heurlin, Malcolm Craig, Charles Esty.

100-yard race, for club members only—T. I. Brown, M. I. Brown, Victor Heurlin.

Flag race, for girls under 15 years—Doris Bartsch, Dorothy Ward, Edith Racz.

Potato race, for boys under 15 years—George Racz, Robert Esty, James Donald.

100-yard race, for men 175 lbs. and over—A. K. Rogers, James Methven, Jas. Wheeler.

Barrel relay race—Robert Esty and Element Esty, Kenneth Craig and George Racz.

Tug of war, commercial growers vs. private gardeners—Won by Privates. Winning team: J. Donald, Captain; A. Masson, A. Keith, J. R. Ness, F. Cave, M. S. Brown, J. G. Duguid, James Morton, A. Petersen, George Simpson, W. D. Nickerson, Jas. Methven.

Soccer football match, teams representing England, Scotland, etc.—Won by Scotland team; score, 1 goal to 0. Winning team: John Miller, captain; P. M. Miller, W. N. Craig, R. M. Craig, J. R. Ness, A. Masson, T. I. Brown, A. McKay, J. McKay, J. Smith, O. Goodfellow.

50-yard race, for girls under 12 years—Ruth Brown, Linda Rogers, Mary Will.

50-yard race, for boys under 12 years—Nelson Bartsch, Archie Will, Chester McCarthy.

W. J. Kennedy made a short speech before the distribution of prizes by A. K. Rogers, assisted by W. N. Craig.

There was an abundant supply of sandwiches, ice cream, tea, coffee and ice water for all.

### The Annual Outing, Cleveland Florists' Club

The Annual Outing of the Florists' Club was held at Willough beach July 24, 1918. The occasion was well attended and was much enjoyed by all. The amusements consisted of a stunts

program of much interest to both sexes alike. Thrift stamps were given as prizes. In the much talked of base ball game between the wholesalers and retailers the former lost. The outing was concluded by a bountiful lunch, bathing and dancing. The award of prizes follow:

#### Prize Awards

50-yard dash, girls under 9 years—1st, Mildred Chott; 2nd, Marie Stear; 3rd, Loretta Eichoff.

50-yard dash, boys under 9 years—1st, Robert Priest; 2nd Richard Rolston; 3rd, Harold Barber.

100-yard dash, girls 10 to 14 years—1st, Marion Hipplet; 2nd, Alice Albrecht; 3rd, Dorothy Linden.

100-yard dash, boys 10 to 14 years—1st, Wilber King; 2nd, Floyd Merrick; 3rd, Fred Priest.

100-yard dash, ladies—1st, Mrs. Hippler; 2nd, Mrs. Neffinger; 3rd Miss Bailey.

100-yard dash, men—1st, Mr. Schumacher; 2nd, E. G. Burger; 3rd, Marshall Eady.

Standing broad jump—1st, E. G. Burger; 2nd, Marshall Eady; 3rd, Mr. Schumacher.

Running broad jump—1st, Frank Kocher; 2nd, Mr. Schumacher; 3rd, E. G. Burger.

Chicken race—Mrs. C. Linden.

Peanut race—1st, Mrs. Hippler; 2nd, Mrs. Merkel; 3rd, Miss Bailey.

Fat man's race—1st, A. Barber; 2nd, W. E. Cook.

Nail driving contest—1st, Mrs. Koltoff; 2nd, Miss Bailey; 3rd, Mrs. Roudenbeck.

Tug of war, wholesalers vs. retailers—won by wholesalers.

Baseball game—wholesalers 4, retailers 11, Umpire, Rosnosky.

Next meeting of the Florists Club will be held at The Hollenden August 5, 1918, at 8 p. m. Nominations of officers for the coming year will take place at this meeting. A large attendance is requested.

### AMERICAN GROWN NURSERY STOCK THE BEST.

In many cases the best that can be said of a large percentage of the imported material is that the American florist gets plants in an inferior condition somewhat cheaper than a better class of the same stock could be produced at home, but having become accustomed to purchasing this foreign stock he has fallen into the erroneous belief that stock of this character cannot be produced in this country and there is nothing else for him to do.

The reasons why the American florist and nursery trade should grow the greatest bulk of the material which they now import are many. The sooner the nurserymen and plant growers of America awaken to the possibilities of their own country for producing the needed stock the better. The rose growers of California have long produced their own stocks for budding



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### FLOWER POTS

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Cambridge, Mass.

and certain California nurseries have long grown their own Mariana and Mazzard stocks. No nurseryman would think of importing peach stocks for budding, instead of planting Carolina pits and growing them himself. Carnations originally came from Europe but who would look to Europe today for a stock of carnation plants to be grown in America? The grapes now grown in California originally came from France and Spain but what California vineyardist would go to France or Spain to stock his vineyards now? As it is with these things today so may it be with many things in the near future, whenever American energy and capital, coupled with cultural skill, sets out to produce them.

Some one has said the old argument is always advanced that in this land of ours anything can be produced that is produced elsewhere and while admitting the saying is applicable to manufactured articles, it has been denied that it is applicable to the products of nature; that nature drops her favors in widely scattered localities, not always within the borders of our own countries. In reply to such statements the assertion may well be risked that there are not a dozen articles imported today necessary to the florist or nursery trade of the United States that cannot be produced somewhere in this country under the climatic and soil conditions which are more favorable than the conditions often existing in most of the localities where the imported stock is produced today.

Again, taking all of the nursery stock that is imported from Holland and France there are not many items produced by the Holland growers or by the French nurserymen which cannot be produced of superior quality in a large area of country, comprising the bulk of the Humboldt County (California) coast line and continuing northward to the British Columbia line. Hundreds of thousands of boxwood, heretofore exclusively a Holland product, can be seen in all stages of growth in northern California and the same is true of hollies, broad leaved evergreens, rhododendrons and all of the coniferous evergreens. The hardy azaleas which have been heretofore almost exclusively imported from Holland and Japan are now being grown in the same lavish quantities in northern California.

—From Report by C. W. Ward.

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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. I. L. PILLSBURY, Galesburg, Ill.

### CHRYSANTHEMUMS

#### CHRYSANTHEMUM MANUAL

By ELMER D. SMITH, Adrian, Mich.  
Who has given his undivided attention for twenty-five years to the improvement of the Chrysanthemum and its culture in detail. 50 cents postpaid.

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Peony Dahlia Mrs. Frederick Grinnell.  
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New Peony Dahlia—John Wanamaker, Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to PEACOCK DAHLIA FARMS, Berlin, N. J.

Orders booked at any time for Fall or Spring delivery. Wholesale and Retail. Send for Catalog. NORTHBORO DAHLIA & GLADIOLUS GARDENS, J. L. Moore, Prop., Northboro, Mass.

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DRACAENA TERMINALIS. Clean healthy stock out of 2 1/4 inch pots at \$8.00 per 100; 3 inch pots at \$15.00 per 100; 4 inch pots at \$25.00 per 100. Cash with order.

J. H. FIESSER, North Bergen, N. J.

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A. ROLKER & SONS, 51 Barclay St., New York City, Eastern Selling Agents for the York Pottery, Pa. Write for the revised prices of Pots, Pans and Fern Dishes.

### GOLD FISH

Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. FRANKLIN BARRETT, Breeder, 4815 D St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

### GLASS

Greenhouse glass, lowest prices. JOHN-STON GLASS CO., Hartford City, Ind.

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### ORCHIDS

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### PEONIES

Peonies. The world's greatest collection, 1200 sorts. Send for list. C. BETSCHER, Canal Dover, O.

### PRIMULAS

PRIMULA MACULOSAE ROSEA Fine plants from 2 1/4 in. pots, August and September, \$3.50 per 100, \$30.00 per 1000. FRED H. LEMON & CO., Richmond, Ind.

Peonies can be shipped from France with celerity and security via Bordeaux-New York. DESSERT, Peony Specialist, Chenonceaux, France. Please refer to Sixteenth General Catalogue.

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Live Sphagnum moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summit, N. J.

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CELERY PLANTS—Golden Self Blanching (French Strain), Giant Pascal, also the grand new Easy Blanching, which is easy to grow, fine plants, ready for the field, \$2.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

4,000,000 Cabbage, Cauliflower, Tomato and Celery plants. Field grown and potted. List free. F. W. ROCHELLE & SONS, Chester, New Jersey.

### VINES

Flowering and Foliage Vines, choice collection. Large Specimen, Pot and Tub grown for immediate effect; also Climbing Roses. J. H. TROY, Mount Hissarik Nursery, New Rochelle, N. Y.

### WIRE WORK

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## WANTS, FOR SALE, ETC.

Advertisements in this column  
Ten Cents a Line. Cash with order.  
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WANTED: A man that is capable of taking charge of the watering of a large range of greenhouses. Apply in person or letter, with references, to H. H. BARROWS & SON, No. 264 High St., Whitman, Mass.

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Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

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PECKY CYPRESS STOCK

HOT BED SASH

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No.	Diam.	Eq.	Doz.	100
10	20 in.	\$3.25	\$37.50	\$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
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60	10 in.	.95	10.50	77.50
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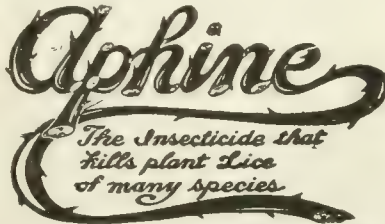
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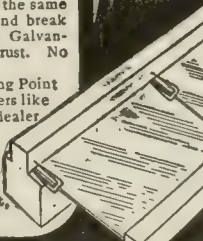
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You are hereby notified that the Annual Meeting of the Florists' Nail Association of America, will be held at Moolah Temple, St. Louis, Mo., at 9 o'clock a. m., on August 21, 1918, for the purpose of electing four Directors, and the transaction of such other business as may come before the meeting.

**JOHN G. ESLER, Secretary.**

The Florists' Nail Association rate of insurance from Nov. 1st, 1916 to Nov. 1st, 1917 will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars, address,  
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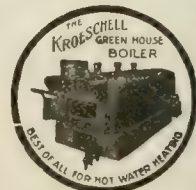
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## Special Convention Number of HORTICULTURE August 17th

Advertising copy should reach us not later than Wednesday, August 14th. Mails are slow, so start your copy early.

# DO IT NOW



# HORTICULTURE

Vol. XXVIII

AUGUST 10, 1918

No. 6



Fordhook Hybrid Gladioli

Published Every Saturday at 147 Summer Street, Boston, Mass.  
Subscription \$1.00



Due to Arrive About Aug. 15, 1918—CROP 1918  
**WINTER FLOWERING SWEET PEAS**  
**NEW ZEALAND GROWN**

**THE LARGE FLOWERING WAVED OR SPENCER TYPE**

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PINK AND WHITE—Blanche Ferry, type.

YARRAWA (true)—Bright rose pink with light wings.

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Grown in California Sandy Soil.  
 Not overforced greenhouse bulbs.

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AND MULTIFLORUM FROM COLD  
 STORAGE, NEW YORK AND  
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 GIANT PANSIES**

An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe Winters and to bloom right on into Summer. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

Pansies are only showing buds. The flowers are large, well formed and fragrant.

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We have a good stock ready for immediate shipment, \$2.50 per 100, \$22.50 per 1000, for 2 inch, and \$3.50 per 100, \$30.00 per 1000 for 3 inch.

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Cash with orders

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5/8 " " .....	15.00 "	2000
5 " " .....	13.00 "	1000
5 " Green.....	10.00 "	1000
5 " " .....	18.00 "	2000

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**LIL. GIGANTEUM, 7-9. LILY OF THE VALLEY** Best Quality

WRITE FOR PRICES

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**WRITE FOR OUR 1918 SPECIAL CATALOGUE**

To Market Gardeners and Florists  
Pratt and Light Sts., BALTIMORE, MD.

**In Writing to Advertisers kindly mention Horticulture**



# LETTERS FROM AN OLD TO A YOUNG GARDENER

## On Hybridizing and Crossing the French Iris

### All Kinds Do Not Make Good Fathers

The pollen of some kinds does not fertilize well, yet if these are used as females the cross may succeed. If a cross seems desirable do not give up until trying it both ways. Perhaps it may not be well to make many of these crosses, for oftentimes the resulting plants are sterile, ending the line. Emerson said of the Rhodora, "beauty is its own excuse for being." When the flowers of these crosses are lovely they should be saved as they can be increased in the usual way. I sometimes imagine the flowers last longer.

### Growth of the Seed Pods

Here the seed pods are often full grown in twenty-four days after pollination. In ninety days the seeds are ripe. Do not wait until the pods are brown and dry and have opened at the top. If you do, some of the seeds will be decayed and others eaten by worms. Writing of the latter I am reminded to say there will often be found on the leaves of the iris in May clusters of yellow eggs, which develop into worms that eat the leaves and later the seed pods. When the latter are forming, go over the rows every day, otherwise you will have valuable seed pods ruined, like those shown in

Figure 10. You must search for caterpillars, for they never seem to be on the pods in the hours a person is in the garden.

### Time of Picking the Seed Pods

As soon as a pod is fully grown and the green color faded to a yellow-green, the pod being slightly shriveled, pick it. Having the seeds what shall be done with them? They should be planted immediately. This brings us to

### The Seed Bed

Make it four feet wide and as long as needed. Dig to the depth of six inches and save the soil. Dig six inches deeper and reject the soil. Put in three inches of muck, then three inches of dirt, and repeat the work until the bed is more than full.

### Sifting

The muck should have been got out the summer before and mixed with ground limestone in the proportion of a ton to a cord of muck. First a layer of muck, then one of lime until the pile is big enough. Let it stand over winter to get the acids united with the lime. In the spring fork it over and sift through net-



View of a part of an iris hybridizing garden of the size advised in the text at the time the seed pods were picked.



ting with a  $\frac{3}{8}$  inch mesh. The top soil of the seed bed must be sifted through this or a finer sieve. Make it six by three feet, of two inch plank. Mount on two wooden horses above the trench and work soil and muck through with a hoe. We know that stones disintegrate into the soil and some furnish potash, but there will be enough pass through the sieve. The rate of disintegration is interesting and will form the subject of a future letter.

### Fertilizer

Muck needs potash and phosphoric acid. To every thirty feet in length of the bed add twelve pounds of the following mixture, as soon as the bed is made, working fertilizer, dirt and muck together with a spading fork: Slag phosphate, 750 pounds; sulphate of potash (the best you can get), 225 pounds; permanganate of potash, 25 pounds. If you believe in radioactive soil add four ounces of oxide of thorium.

### Time for Planting Iris Seed

In this climate planting comes the first week in September. Plant the seed (which should be the color of coffee and milk) one inch deep, one inch apart, in rows with only room enough to place a foot in weeding, not over six inches. As all the work in the seed bed must be done by hand, the plants should be near together, to make the space for weeds small, for labor is very costly. Weeds grow faster than the plants. Clover is particularly troublesome, for its roots go deep before the leaves are large enough to grasp.

### What Proportion of Seed Will Produce Strong Plants

This varies greatly with the cross. From one of the pods shown in Figure 9 I selected 133 of the 150 seeds and planted them. They produced 77 strong-growing plants. For this climate that is a good result. Two thousand seeds of another sowing the same year gave but 107 plants. I have repeatedly crossed *Macrantha* on several of the best tall growing kinds. The seed pods were exceptionally large, as were the seeds, but the germination was very poor, averaging five per cent. Another person might get quite a different result. I abandoned the use of *Macrantha*, as the erect segments of the perianth were too floppy, and considering the poor germination the chance of breeding this out and yet retaining the large size of the flower seemed remote.

### Growth of the Seedlings

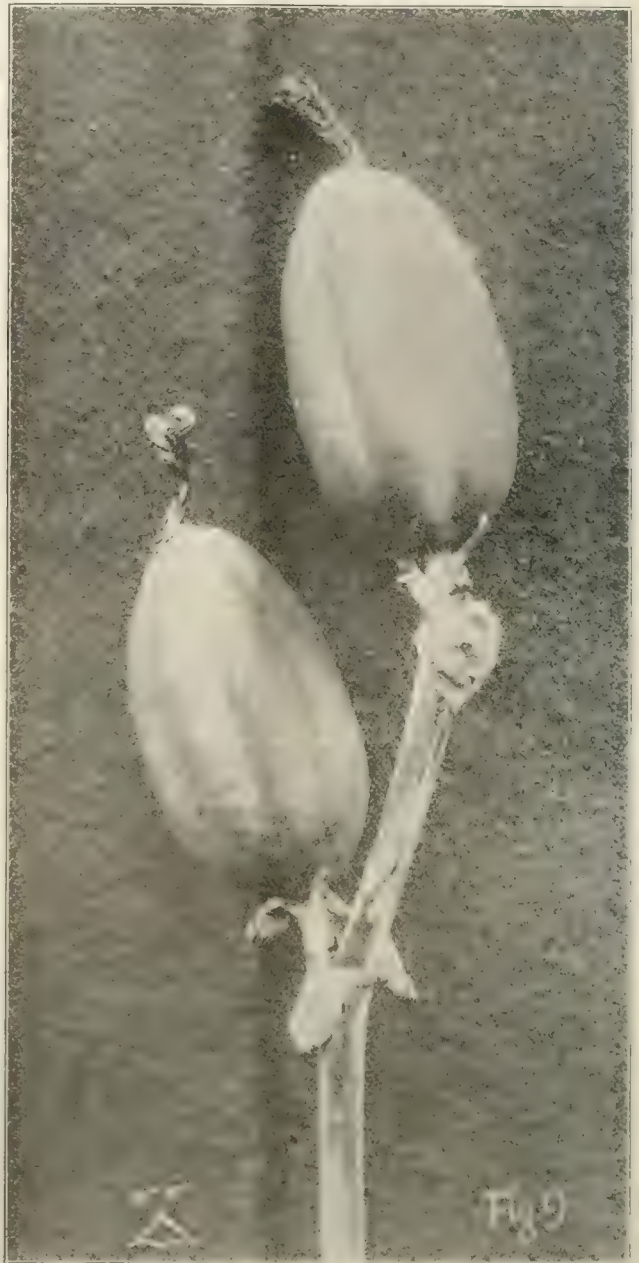
The following May after planting, the plants should be above ground. By the last of June they should be from three to six inches tall, according to the cross. By the first of August they should be from eight to twelve inches. The first time you dig seedling iris you will be surprised to find the parts under ground do not look like rhizomes. They are somewhat globular with the rootlets arising from their bases. The rootlets are about two-thirds as long as the leaves.

### Transplant Garden

Make it the same width as the seed bed but longer. Prepare in the same way.

### Transplanting the Seedlings

Do this the first week in August. Plunge a large mason's trowel into the ground eight inches. Draw the blade back, leaving a cavity into which drop the seedling, with the rootlets hanging; withdraw the trowel



allowing the earth to fall back on the roots. Firm it with the feet, leaving the bulbous part of the root two inches below the surface. Set the seedlings six inches apart, in rows with six inches between them.

### Watering

When the bed is planted, run the sprinkler, if the season is dry, until the ground is moist, and will hold its form when squeezed in the hand.

### Growth and Mortality in the Transplant Bed

Only one per cent may die the first winter. At the end of the second 95 per cent should be alive. One per cent should flower the first year where many kinds of crosses are made. Ninety-five per cent should blossom the following season.

Tamworth, N. H. *William Rollins*  
(To be concluded)



## EVERGREENS FOR WINTER DECORATIONS

The shortage of imported evergreens such as boxwoods, laurels and bay trees, which have hitherto been largely used for decorative purposes during the winter time for the embellishment of balconies, cool conservatories, etc., should bring to our notice the many good and suitable evergreens we have in this country, which are equally beautiful and answer the purpose fully as well as the imported stock. Many of the coniferous evergreens which may be utilized are also much more easily maintained in good condition than those received from the milder European climates. For those who have to provide such decoration in boxes, tubs or pots it is a good time now to get the receptacles ready and those shrubs which are to occupy them marked ready for lifting. Any time during this month is suitable for lifting coniferous evergreens but advantage should be taken, if possible, of dull showery weather or immediately after a good rain when the ground is moist, but otherwise, if dry weather prevails one must resort to artificial watering. The larger specimens should have the branches carefully tied up first and in lifting every precaution taken to retain as many of the fine roots as possible with a good ball of soil.

An important point is the drainage of the receptacles which must be ample and thorough so that water may pass freely through as no plants will remain long in good condition in pots or tubs if they become waterlogged and the soil sour. As the plants are potted they should receive a good soaking of water and stood in a shady, sheltered position until the roots have well started again. Shrubs grown under restricted root conditions naturally need frequent applications of water but this should only be given when necessary and in warm weather it is of the utmost importance that one spray them frequently overhead.

Some of the most attractive varieties for the purpose are enumerated but the selection will have to be governed by the positions the plants are to occupy and individual tastes. Among the most useful for larger specimens are *Picea alba*, *P. Englemanni* and the green and blue forms of *P. pungens*, the Colorado spruce; *Pinus Strobus*, the white pine; *Pseudotsuga Douglasii*, the Douglas fir; *Tsuga canadensis* and *Tsuga caroliniana*; the hemlocks; *Juniperus virginiana*; the red cedar and *Sciadopitys*

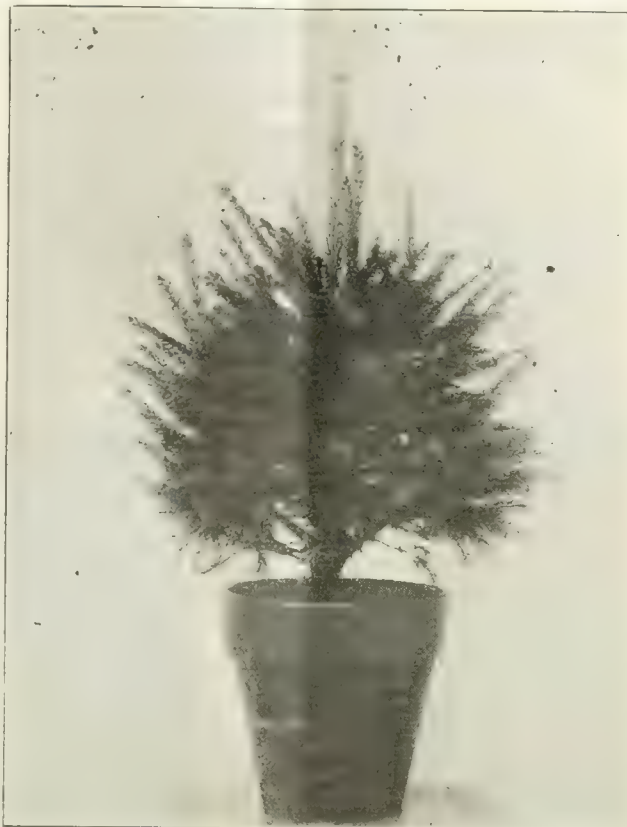


Photo by A. L. Miller.

Table Norway Spruce for Christmas Use

*verticillata*, the beautiful umbrella pine from Japan. For smaller growing specimens the following can be recommended: *Thuja occidentalis* and its varieties, *compacta*, *Hoveyi* and *pyramidalis*; *Retinospora filifera* and *R. Veitchii*; *Taxus cuspidata*; *Juniperus communis* and *Pinus montana*.

Arthur. E. Thatcher

Mt. Desert, Me.

### FORDHOOK HYBRID GLADIOLI.

(See Cover Illustration)

The trial grounds at Fordhook are now brilliant with Burpee's new strain of gladioli on which their expert, George W. Kerr, has been working for the past ten years. There are some two hundred varieties now under label that have survived from year to year from hundreds of thousands that had to go in the discard as superior merit developed in the favored few. The foundation of the new strain was the early flowering *prae-cox* crossed with *gandavensis*, *Lemoinei*, *Nancianus*, and various other types. All colors are represented from the purest white to the deepest crimson, with wonderful variegations

in splashing and marginations in the intermediate shades. In addition to their early flowering qualities—fall flowers from spring sown seed—the size and form of the blossoms are of the finest, many of them fully equal to that of such fine varieties as *Mrs. Francis King*, *America* and others of that class. The *Kunderdi* blood has also been introduced recently and several of the new crosses with that fine novelty begin already to show good promise. Mr. Kerr says that while most of the spring sown will bloom the first season all the corms should be saved and stored over for next spring's planting, showing their additional delightful surprises over the first season's wonders.

### A BOTANICAL HIGHWAY.

The Christian Science Monitor, Boston, is authority for the statement that the Pacific Highway, designed to extend from British Columbia to Mexico, will be developed on either side as a continuous botanic garden and arboretum. Portions of this international roadway were constructed before the United States entered the war. According to the Monitor the movement to develop the highway along botanical lines was started in Santa Barbara, Cal., by the World's Botanical Garden Association. It is stated that the central garden and nursery for southern species will be located at Santa Barbara.



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### Legible labels

We are often asked how to make  
 garden labels that will continue to  
 be legible for more than a season.

There are numerous methods in vogue, most of them,  
 however, involving so much labor that they are rarely  
 put in practice. Probably one of the simplest methods  
 to secure legibility of wooden labels is to have them  
 painted all over with white lead and thoroughly dried.

Then before writing paint lightly a second time the sur-  
 face to be written. An hour after the second coat is  
 applied the surface may be written with lead pencil  
 not too hard and the label allowed to dry. Labels pre-  
 pared in this manner are extensively used in botanical  
 gardens and last well.

### The street fakir

We see very little of this satellite of the  
 flower trade at the present time. The "work  
 or fight" mandate has apparently brought  
 evil days upon him and he has "made him-  
 self scarce." The store florist doing business  
 on the city avenues where the street fakir is wont to  
 operate will now be minus one nightmare but the whole-  
 saler and his purveyor and mainstay—the grower—are  
 not likely to feel so jubilant over the disappearance of  
 this "Jack-in-a-pinch," their friend in need. Accord-  
 ingly, opinions will probably vary as to whether the  
 street merchant is strictly non-essential and whether his  
 avocation is "work." We have seen him, however, at  
 times when we thought he worked pretty hard, when the  
 wholesaler found the pulse of business favorable and  
 "with back to the wall" turned a deaf ear to all bargain  
 offers and entreaties.

It was quite natural that the great  
 The popularity of interest in gardening awakened  
 outdoor gardening throughout the country among  
 amateurs, and which led to the

organization of the numerous garden clubs should find  
 expression mostly in the outdoor garden. The call of  
 the garden is loudest in the spring when nature re-  
 clothes the earth with verdure and when we look eagerly  
 for the first blossoms in the open air. Naturally we  
 want to be out in the fresh air of the garden at this  
 season and it is here that our interest in the hardy  
 plants, shrubs, vines and trees begins or gains new  
 inspiration. And after all is not the outdoor garden  
 by far the largest, most profitable, the most interesting  
 field of garden work and also the most enduring in the  
 perennial satisfaction which it affords. The snow-  
 drops, crocuses, the many charming forms of the daffo-  
 dils, the hepaticas, the orchid-like irises extending in  
 their varied types to well beyond midsummer and while  
 these are still blooming the early lilies come and their  
 many succeeding later varieties continue their flowering  
 period into the late autumn; these accompanied in their  
 seasons by the peonies, larkspurs, hollyhocks, phloxes,  
 Japanese anemones and hundreds of other hardy  
 perennials constitute a panorama of beauty and interest  
 that no greenhouse collection can rival. It is unfor-  
 tunate that many of the new varieties and recent intro-  
 ductions are not more generally seen in such gardens, as  
 they afford an almost inexhaustible supply of material  
 yet but little known. This is also true of hardy shrubs,  
 vines and trees of which the Arnold Arboretum, alone,  
 in the last six or seven years has introduced about fif-  
 teen hundred species and varieties new to cultivation.  
 With so vast a supply of material which must sooner or  
 later become known, and find place in our gardens we  
 cannot but feel that the outdoor garden is likely to  
 become and continue the major field in horticulture.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## ST. LOUIS CONVENTION AUGUST 20, 21, 22.

The secretary is now located at the Jefferson Hotel, St. Louis, where communications in regard to the Convention should be sent. A card of membership has been issued to all members in good standing. This card admits the person to whom it is issued to the Convention Hall at all times during the Convention, and to the Trade Exhibition. The non-receipt of a card by any member is an indication that his 1918 dues have not been paid, as only those in good standing will be permitted to attend the meetings. It is therefore incumbent upon all who intend to be present at the Convention but have not paid their annual dues to make prompt remittance.

As is customary, the secretary's presence in the Convention City ahead of the Convention is required for the purpose of giving attention to all the details entailed by the Society's management, and particularly in regard to the Trade Exhibition. Intending exhibitors will please take notice that he is at their service, and will be pleased to render any possible assistance in the staging and care of exhibits. The outlook for a successful convention is very promising. The importance of the subject matter of the program is expected to draw a large attendance.

The United States Fuel Administration has notified our Washington Representative that Wallace Crossley, State Capitol, Jefferson City, Mo., Federal Fuel Administrator for the state of Missouri, will be the speaker on the subject, "The Coal Conservation Order as it Applies to Florists," scheduled for discussion at the afternoon session of Thursday, August 22. Mr. Crossley is thoroughly familiar with his subject, and the application of the order to all sections of the country.

Among the additions to the list of exhibitors are the following: John A. Evans Co., Richmond, Ind.; The Ove Gnatt Co., Inc., La Porte, Ind.

The local committee are actively engaged in perfecting plans for the entertainment of visitors, which means that all who are in attendance are assured of a most enjoyable visit.

## THE PUBLICITY CAMPAIGN

From San Francisco the secretary proceeded to Los Angeles, in which city he was in the hands of Fred Howard, S. A. F. state vice-president, and Frank Shearer, superintendent of parks, who made his first day's work easy of accomplishment and extended to him many courtesies, for which he is deeply grateful. A banquet was arranged for the evening, when the



Secretary Young at Multnowah Falls, on Columbia River Highway, near Portland, Ore., in company with James Forbes, J. B. Pilkington and others.

secretary had the opportunity to explain to many in the craft the great benefit to be derived from the Publicity Campaign. The results of this informal gathering are to be noticed in the list of subscriptions reported. In addition, several new members were added to the Society's membership roll. On the second day A. F. Borden, of the Redondo Floral Co., president of the local club, took the visitor in hand, devoting the entire day to his work, which included a visit to Pasadena. Mr. Borden, and in fact all with whom the secretary

came in contact in Los Angeles, did their utmost to make his stay in the city both enjoyable and profitable.

At Salt Lake City, Utah, the secretary was met at the station by G. K. Uno, who escorted him to the Utah Hotel, where he found Messrs. R. Miller, R. Wilson, W. Sorenson, B. Gray, J. H. Maxwell, Chas. Alt, D. E. Law, M. Jorgensen, and A. Alt, representing the trade of the community. Afterwards a meeting was held at the store of Huddart Floral Co., where the secretary had the opportunity to explain the work of the Publicity Campaign and of the Society. Several subscriptions to the fund were forthcoming, and a number of new members came into the S. A. F. fold. The secretary expresses at this time his great pleasure at the warmth of the reception given him in Salt Lake City, and his gratitude for the especial courtesies extended to him by Robert Miller, G. K. Uno and A. J. Alt. It was quite evident that interest in the work of our organization was of the strongest character.

Some little time was spent in Omaha, in which city the secretary had the valued assistance of Mrs. J. J. Hess, wife of the Society's treasurer, and, of course, of the treasurer himself. His work here, naturally, also extended to Council Bluffs, in the neighboring state of Iowa.

In St. Joseph, Mo., he was met at the station, in company with Treasurer Hess, by Director Frank X. Stuppy, at the early hour of 7 a. m., and an entire hour was given to the official work, several subscriptions and many new memberships resulting. Samuel Murray and Arthur Newell of Kansas City came on to "St. Joe," and carried the secretary with them to their own city, where next day, and with Wm. L. Rock, treasurer of the F. T. D., a long day was put in among the trade, over \$300 in subscriptions and thirteen new members being the result of the round-up.

The gentlemen forming the escort were most enthusiastic over the "personal visit method" adopted to create interest in the publicity work, and were strongly of the opinion that this procedure would assuredly carry the fund "over the top."



The secretary ultimately reached St. Louis, where he at once took up the work of the Convention. At intervals between the present time and the Convention he will visit nearby cities, in an endeavor to carry the fund over the remaining stage.

Who can say now that the Publicity Campaign Fund of \$50,000 is not possible of accomplishment! There is less than \$8,000 now to collect, and if all you gentlemen who have been "waiting to see" will now do what you have been intending to do when your vision became clear will act, the fund will be completed on time. You have noted the great interest taken in the campaign by your brother florists throughout the country, and surely are impressed sufficiently to reach for your cheque books and do your bit. Send along your contributions—or, had we not better say, your insurance premiums, for surely, no better insurance was ever effected by florists.

The following additional subscriptions have been recorded:

Annually for Four Years—Howard & Smith, Los Angeles, Cal., \$50; Wrights Flower Shop, Los Angeles, Cal., \$25; The Orchid, Pasadena, Cal., \$25; F. Lichtenberg, Los Angeles, Cal., \$25; Broadway Florists, Los Angeles, Cal., \$20; Superior Nursery Co., Los Angeles, Cal., \$10; Eldred Flower Shop, Pasadena, Cal., \$10; F. R. Hills, Los Angeles, Cal., \$5; Redondo Floral Co., Los Angeles, Cal., \$50; J. Dieterich, Los Angeles, Cal., \$10; Polder Bros., Montebello, Cal., \$10; D. S. Purdie & Co., Los Angeles, Cal., \$25; Potter Floral Co., El Paso, Texas, \$25; T. H. Keefe, Madison, N. J., \$5; Albert Goldenson, Los Angeles, Cal., \$5; D. E. Law, Salt Lake City, Utah, \$5; Salt Lake Floral Co., Salt Lake City, Utah, \$5; B. C. Morris Floral Co., Salt Lake City, Utah, \$10; Bailey & Sons Co., Salt Lake City, Utah, \$15; Cramer Floral Co., Salt Lake City, Utah, \$10; Keith O'Brien, Salt Lake City, Utah, \$10; Ernest Lambourne, Salt Lake City, Utah, \$10; King Floral Co., Salt Lake City, Utah, \$10; Boldt-Lundy House of Flowers, Denver, Colo., \$10; Huddart Floral Co., Salt Lake City, Utah, \$10; William R. Gibson, Jacksonville, Fla., \$5; F. B. Lainson, Council Bluffs, Iowa, \$15; G. C. Hargadure, Florence, Neb., \$10; John H. Bath, Omaha, Neb., \$10; Haefeli Floral Co., St. Joseph, Mo., \$15; Park Floral Co., St. Joseph, Mo., \$15; Samuel Murray, Kansas City, Mo., \$100; A. F. Barbem, Kansas City, Mo., \$25; Jacob Hepting, Kansas City, Mo., \$25; Arthur Newell, Kansas City, Mo., \$25; John Stevens, Kansas City, Mo., \$25; Humfeld-Orear Floral Co., Kansas City, Mo., \$25; W. J. Barnes, Kansas City, Mo., \$25; R. S. Brown & Son, Kansas City, Mo., \$15; Adolph D. Mohr, Kansas City, Mo., \$10; J. R. McGrall, Kansas City, Mo., \$10; August Luther, Kansas City, Mo., \$15; Peterson Floral Co., Kansas City, Mo., \$10; Teddy Peppers, Kansas City, Mo., \$5.

For One Year—Elmhurst Landscape & Nursery Co., Kansas City, Mo., \$10.  
Total, \$760.00. Returns from Dealers' Aids \$2,815.50. Previously reported from all sources, \$38,338.75. Grand total, \$41,914.25.

#### Department of Plant Registration

Public notice is hereby given that Bobbink & Atkins, Rutherford, N. J., submit for registration the new seedlings of *Pyrethrum roseum* here mentioned:

Rutherford—Double red with light center. President Wilson Double, deep rose-pink; Sylvia—Soft rose, dbl.; The Rose—Light rose pink, single; R. Mason—Double rose with a lighter center; Curtis—Deep rose petals, quil-

led and pointed the same as cactus dahlias; Dainty—Semi-double deep rose, center white; Favorite—Semi-double deep rose, center white; Columbia—Dbl. deep rose, shading to white; Delight—Shell pink, semi-double, white center; Rose Pearl—Deep rose, like cactus deeper, single; Purity—Dbl. pure white.

Any person objecting to these registrations, or to the use of the proposed names, is requested to communicate with the Secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

Public notice is hereby given that as no objection has been filed against the registration of *Hydrangea* Mrs. Woodrow Wilson by Frederick H. Dressel, Weehawken, N. J., same becomes complete.

JOHN YOUNG, Secretary.

1170 Broadway, New York.

August 1st, 1918.

#### HOTEL ACCOMMODATIONS

Jefferson hotel will be hotel headquarters for the convention. As all hotels in St. Louis are usually well filled during the time when the convention is held it is advisable for all intending to be in attendance to reserve rooms now. The secretary will be glad to make any reservations if requested.

JOHN YOUNG, Secy.

1170 Broadway,  
New York, Aug. 5, 1918.

The hotel committee of the St. Louis Florists' Club has supplied a list of hotels, together with their rates, for the benefit of those who will attend the S. A. F. convention, to be held in St. Louis August 20 to 22. All are European plan.

#### CLEVELAND WANTS S. A. F. CONVENTION IN 1920

Over 20 years have elapsed since the Sixth City had the honor of having an S. A. F. convention and the opinion is unanimously voiced by the Cleveland Florists' Club that the time was again approaching for the enjoyment of this distinction. A new generation has arisen since the time of the last gathering here, and men at the helm in those days are no longer taking an active part, and last but not least, Cleveland as a trade center has advanced by leaps and bounds. Actuated by this thought, representatives of the Florists' Club at the St. Louis convention were empowered to invite the S. A. F. to meet here in 1920.

Nominations of officers for the ensuing year resulted as follows: President, Charles J. Graham; 1st vice-president, Robert Weeks; 2nd vice-president, James W. Wilson; treasurer, George Bate; secretary, James McLaughlin. As the nominations were unanimous, this will serve to in-

troduce the men who are to steer the destinies of the club for the year beginning September 1918 and ending September 1919. Some clever nominating speeches were made and the new officials will take up their duties with the feeling that every member of the club is behind them.

#### LADIES' SOCIETY OF AMERICAN FLORISTS.

Mrs. Julius Roehrs, president of the Ladies' Society of American Florists, has appointed Mrs. William Duckham, Madison, N. J., to be auditor for the year 1918.

The annual meeting of the society will be held in Convention Hall, Moolah Temple, St. Louis, on Wednesday, August 21st, at 10 o'clock. At this time the reports of the officers will be given, the election of officers held, and any other business relative to the society will be brought up and acted upon.

On account of the existing conditions the annual reception will not be held.

MRS. A. M. HERR, Secretary.

Lancaster, Pa.

#### MASSACHUSETTS HORTICULTURAL SOCIETY.

The display of gladioli will be the main feature of the August flower show of the Massachusetts Horticultural Society which will be held at Horticultural Hall next Saturday and Sunday.

There are numerous large growers of this popular flower in the vicinity of Boston, both private and commercial, and the exhibit will be one of the most brilliant and attractive of the year.

The schedule calls also for phloxes, China asters, and other seasonable flowering plants. Summer fruits are now approaching maturity and the first apples, pears, peaches, and plums will be on exhibition. Large exhibits of vegetables are expected, especially as the competition for the William B. H. Dowse trophy is becoming keen. This trophy is a handsome silver vase which is offered by Mr. Dowse for the encouragement of vegetable growing and will be awarded to the exhibitor of vegetables winning the greatest number of first prizes during the year.

The exhibition is free to the public and will be open Saturday from 12 to 6 and Sunday from 1 to 6 o'clock.

WM. P. RICH, Secretary.

Newark, N. J.—The Essex County Florists' Club held a successful outing on August 1, several New York florists and wholesalers participating.



## DRACAENA GLOMERATA AND DRACAENA KINDTIANA

During the World's Fair at St. Louis in 1904, arrangements were made with Mr. Verner, who brought the South African pygmies for exhibition, to collect rare plants for the Missouri Botanical Garden. In 1906 a consignment of rare plants was received, including two very rare dracaenas, *D. glomerata* and *D. Kindtiana*, at that time the only specimens of these varieties in any botanical collection of the world. Sometime later, however, the Laurente expedition collected these same varieties.

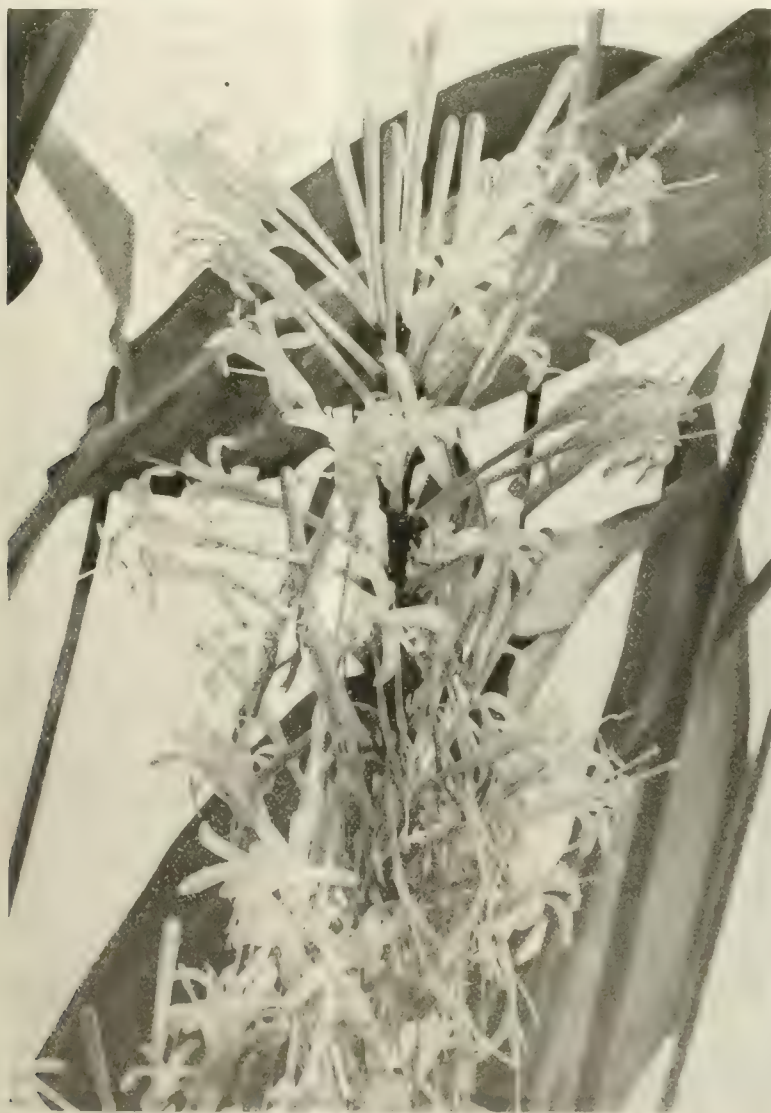
*Dracaena glomerata* is the more ornamental of the two, resembling in habit *D. Goldieana*, although the growth is more vigorous. The leaves are ovate-lanceolate, light green, sparsely mottled with lighter green. The flowers are white. At the St. Louis Spring Flower Show in 1917 the Society of American Florists silver medal was awarded to this new introduction. *D. Kindtiana* grows to a

height of 2-3 feet with lanceolate, acuminate, dark green, furrowed leaves, produced in fan formation.



DRACAENA GLOMERATA

Its peculiarity of growth, rather than ornamental value, makes it of particular interest. The abundance of white, strongly scented flowers produces a pleasing effect during certain seasons.



DRACAENA KINDTIANA

### TRUE SCOTCH HEATHER

(*Calluna vulgaris*)

Pot grown Plants for Immediate Planting

2½ in. pots, \$2.50 per 10; \$20.00 per 100

3 in. pots, \$3.00 per 10; \$25.00 per 100

### CORNISH HEATHER

(*Erica vagans*)

3 in. pots, \$3.00 per 10; \$25.00 per 100

*Hypericum calycinum*, Bearberry,  
*Pachysandra*, 2½ in. pots.

Send your orders now and your plants will be established by fall.

**Eastern Nurseries, Inc.**  
HOLLISTON, MASS.

### HONEYSUCKLE

Pot grown 6-in at \$25 per 100

### *Euonymus Radicans* Variegated

Pot grown 4-in at \$15 per 100

**A. L. MILLER**  
JAMAICA, N. Y.

Let Us Quote You on

### CALLA ELLIOTTIANA

IRIS, LILIUMS, PAEONIES, ETC.

For Fall Delivery

**JOHN LEWIS CHILDS, Inc.**

Flowerfield, L. I., N. Y.

### BOBBINK & ATKINS

NURSERYMEN, FLORISTS, PLANTERS  
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Union for Market Development, also "Say It With Flowers" Publicity Campaign.



## CLUBS AND SOCIETIES

### CHICAGO FLORISTS' CLUB.

The Chicago Florists' Club members have been informed officially that permission has been granted by the U. S. Fuel Administration to burn screenings for the full operation of green houses in the State or Illinois, and a copy of the order covering the action is quoted below:

"Chicago Florists' Club, C. L. Washburn, chairman, Peter Reinburg, August Pehlmann, Fuel Committee.

Gentlemen:

Answering your letter of July 19th. We have given consideration to your request for greenhouses to burn screenings for the full operation of their plants.

The Washington order states that such permission may be given "with the approval of the Federal Fuel Administrator for its state, may operate to its full capacity by the use of screenings, the approval to be withheld where the giving of it would impair the fuel supply to manufacturing plants on the War Industries Board's Preference List."

In view of that qualification in the Washington order, we have decided that a general permission for the use of screenings for full operation shall be limited to screenings procured from Central or Northern Illinois mines.

If screenings are desired from Southern Illinois mines such applications must be made to this office, stating the name of the mine and the amount of screenings involved and the matter will receive investigation and attention here. Special permission will issue if found merited.

Yours very truly,

(Signed) J. E. WILLIAMS,  
Fuel Administrator."

It will be noted that the above order does not require special permit to secure screening from Central and Northern Illinois Mines.

Members are urged to contract for and lay in a full stock of screenings immediately. Arrange at once with your coal dealer for complete delivery by December 1, on your full requirements. Screenings can be safely stored during the early fall and winter months.

F. LAUTENSCHLAGER, Pres.

### CLEVELAND FLORISTS' CLUB

The Florists' Club held its regular monthly meeting at the Hollenden, August 5. About 75 members were present. New members were elected as follows: Louis Merkel, Albert Wilhelmy, Herbert Evans, James Watson and William Hagenberger. Chairman Russell, of the entertainment committee made a report covering the annual picnic and a vote of thanks was unani-

mously extended the committee for its splendid work. Chairman Friedley, of the soldiers committee, announced that the ever increasing number of florists and gardeners joining the colors, kept his committee on the jump. Final report of the Peony Show was read by H. P. Knoble and was approved and accepted.

In his campaign to increase the local membership of the S. A. F., Frank Friedley, State vice-president, announced that he had thus far secured 32 new members, which brings the club's representation in the national body up to about 70 members.

### AMERICAN GLADIOLUS SOCIETY

The approaching exhibition of the Society at Buffalo, N. Y., August 14-17, promises to be one of the largest ever held. The exhibition has been already well advertised locally and the public interest in the exhibition is most unusual at this time of year. Elmwood Music Hall proving unsuitable, the exhibition will be held in the ball room of the Hotel Iroquois. This room was used to stage the annual exhibition of the American Carnation Society and is in every way suitable for a flower show. Intending exhibitors should keep in mind this change.

The local committee consisting of E. W. Werick, president of the Buffalo Florists' Club, W. J. Palmer, S. A. Anderson, D. J. Scott, E. C. Brucker and Commissioner H. B. Saunders of the Chamber of Commerce have the local arrangements well in hand. At a meeting of this committee, August 2, your secretary went over the arrangements for the exhibition.

Exhibitors should mail their entries at once. This will be of great assistance to the local committee in providing sufficient vases and also to the secretary. Address exhibits, prepaid, to Exhibition American Gladiolus Society, Hotel Iroquois, Buffalo, N. Y., or addressed to the above in care of the W. F. Kasting Company, 568 Washington street.

Vaughan's Seed Store, Chicago, Ill., offers a bronze medal as additional prizes in each of the following, open to all classes:

No. 37—6 spikes of Princeps.

No. 38—6 spikes of Primulinus Sunbeam.

No. 39—6 vases of the blue, lavender and violet shades, three spikes each.

Hotel Iroquois will be headquarters and meeting place for the Society.

## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6 ft.,	2,000	\$21.00
" 6-9 ft.,	600	7.00
" 9-12 ft.,	400	8.50

Prices ex warehouse New York.  
Terms—Net cash 30 days.

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## Freesia Purity

MAMMOTH SIZE

Also 5-8 and up

FREESIA—refracta alba 5-8 inch.  
SWBET WILLIAM—single mixed fine strain.

CYCLAMEN Seed. Finest American grown from the very finest strains.  
Prices on Application

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Through to 54 Park Place  
NEW YORK CITY

Visitors are urged to make their reservations in advance if possible, to insure that they will be taken care of. The rates for rooms are:

### One Person

Room with tub bath.....	\$3.00 to \$5.00
Room with shower bath.....	2.50 to 3.00
Room without bath.....	2.00 to 3.00

### Two Persons

Room with tub bath.....	5.00 to 7.00
Room with shower bath.....	4.50 to 5.00
Room without bath.....	3.00 to 4.00

Why not take a few days' vacation, attend the exhibition and visit Niagara Falls as well as other points of interest? Good roads lead to Buffalo and that automobile, if not the train, will get you there. The Buffalo people are expecting a great flower show. The local committee is enthusiastically working to make our stay in Buffalo both enjoyable and profitable. Each member should decide how he can help and then do it. All that is required for a successful meeting and exhibition is for the American Gladiolus Society to do its part.

A. C. BEAL, Secretary.

### STAMFORD HORTICULTURAL SOCIETY

Notwithstanding the warm weather, there was a goodly attendance at the regular monthly meeting on Friday, August 2nd, at Moose Hall. Many interesting subjects were discussed, the principal one being the advisability of holding a Fall show.

It was the unanimous decision of the members that a successful show could be arranged. To this end, a committee was appointed to report at



the next regular meeting. There will be special classes open for children and for War gardens. It was decided to carry all members that are in the service without remuneration until the end of the war and to procure a service flag. Anton Pederson was presented with a cut glass vase by the society in appreciation of his efforts in their behalf, particularly for the fine work he did in connection with the July Show.

Mr. Bischke addressed the society on Chrysanthemums, in particular in regard to the taking of buds. His address was highly interesting and much appreciated by the members. A number of fine exhibits were displayed by the following members: Phlox and gladiolus, honorable mention, to A. Bischke; Cereus grandiflora, Queen of the Night, cultural certificate to A. Bischke; Cabbage Succession and Bantam Evergreen corn, hon. men. to A. Bischke; Onion Ailsa Craig, to Wm. Whitten, honorable mention. A cultural certificate was awarded James Foster for Musk Melon, Royal Sovereign. A vase of roses and annuals by Joseph Tose, a vote of thanks. Michael Smith carried off a cultural certificate for an extra fine display of *Lilium tigrinum*. A. Alius, *Cattleya Adula*, honorable mention. Anton Pederson also received honorable mention for tomato "Stamford Beauty." This is a new tomato which originated with Mr. Pederson and was put out last year for the first time, and so far, has made a wonderful showing. A letter was read from A. P. Wezel, who is in the service, in which he speaks of the "bit" he hopes to do for his adopted country. At the next regular meeting which falls on Sept. 6th, many matters of interest will be taken up and full details of the coming exhibition will be arranged.

W. J. RICE, Cor. Sec'y.

#### NATIONAL ASSOCIATION OF GARDENERS

The National Association of Gardeners will hold their annual convention this year in Cleveland, Sept. 24, 25, 26, with headquarters at the Hollenden. This was announced by President Robert Weeks, who has appointed the following committee to take care of local convention matters: Herman Knoble, chairman, Walter E. Cook, Frank A. Friedley, M. A. Vinson, R. P. Bryden, Luther Wells and H. P. Rapley. A tentative program has been arranged as follows: Tuesday, 24th, 10 a. m., executive meeting; 2 p. m. Opening session of convention in assembly room at the Hollenden, address of welcome by Mayor Davis.

## S. & W. Co.'s American-Grown CYCLAMEN SEED



This seed is grown for us by the grower of the best Cyclamen plants coming to the New York market.

They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 sds	1000 sds		100 sds	1000 sds
Giant Salmon Rose	\$2.00	\$15.00	Giant Fringed Rose	\$3.00	\$25.00
Giant Dark Rose	2.00	15.00	Giant Fringed White		
Giant Rose	2.00	15.00	with red eye	3.00	25.00
Giant Dark Red	2.00	15.00	Giant Fringed White		
Giant Light Red	2.00	15.00	(Rococo)	3.00	25.00
Giant White with red			Giant Fringed Mixed	2.50	20.00
eye	2.00	15.00			

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**"Seeds with a Lineage" All Varieties**  
Thoroughly tested at our trial grounds, Raynes  
Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of  
Commerce Bldg., Boston, Mass.

of Cleveland, response by President Robert Weeks. Evening, lecture by a well known man, the Cleveland Florists' Club and the Garden Club to be guests of the evening, Wednesday, 25th, the election of officers and in the afternoon, an auto trip tendered visiting gardeners through the parks and to leading estates. The feature of the 26th will be bowling match between the Cleveland Florists' Club team and the Gardeners.

#### AMERICAN ROSE SOCIETY Rose Registration

The following request has been received for registration of a rose and this has been approved by the Rose Registration Committee. Unless objections are received within three weeks from the date of this publica-

tion, the registration will be permanently accepted:

Name—"Aunt Harriet"; Class—Hybrid Wichuraiana; Parentage of rose—Appoline X Wichuraiana.

Description:—Habit of Plant—Vigorous climber; Character of foliage—dark green, healthy; Freedom of growth and hardiness—Hardy to zero temperature; Free grower; Flower—Very large for Multiflora type; Color—Rich Crimson, white eye; Form—Semi-double; Fragrance and bud—Moderate; Petalage—Average Multiflora; Freedom of bloom and lasting quality—Among the best, moderate.

The rose is unlike any other and superior for the following reasons: Intense brilliancy, hardiness, fine foliage and especially suited to those who want a fine show from a rose that will require but little care.

(Signed)  
THE CONARD & JONES COMPANY.  
E. A. WHITE, Secretary.



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LEADING FLORISTS

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Leading Retail Florists Listed by Towns for Ready Reference. Orders transferred by telegram or otherwise to any of the firms whose address is here given will be promptly and properly filled and delivered.

Albany, N. Y.—H. G. Eyres, 106 State St.  
Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 Newbury St.

Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.

Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Fettes Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New Boston Rd. and 36 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017 Grand Ave.

New Haven, Conn.—J. N. Champion & Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison Ave., at 48th St.

New York—Dards, N. E. corner 44th St. and Madison Ave.

New York—G. E. M. Stumpp, 761 Fifth Ave.

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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
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Complete Stock. Regular discount to Trade.  
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**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
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Will take good care of your orders  
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440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
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son Co.  
Toronto, Can.--J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.--Gude Bros., 1214 F  
St.  
Washington, D. C.--George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.--Randall's Flower Shop,  
22 Pearl St.

## NEW FLOWER STORES.

Toronto, Ont.--G. W. Warren, Bloor  
& Lippincott streets.

Humboldt, Ia.--R. K. Smith, Sum-  
ner avenue.

Kansas City, Mo.--Secretary John  
Young of the S. A. F. was here on  
Wednesday, July 31. He did some ef-  
fective campaigning for the Publicity  
fund and society membership. He was  
taken in hand by Messrs Rock, Mur-  
ray and Newell and it was altogether  
a memorable day. Mr. Young left a  
fine impression on the Kansas City  
trade.

**F. R. PIERSON CO.**  
FLORISTS AND  
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Quality and Reliability  
**WARBURTON**  
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Deliveries of Flowers and Plants  
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125,000 Square Feet of Glass.  
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Flowers or Design Work  
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	BOSTON Aug. 8		ST. LOUIS Aug. 5		PHILA. Aug. 5	
<b>Roses</b>						
Am Beauty, Special	12.00	to 16.00	30.00	to 40.00	.....	to 50.00
" " Fancy and Extra	8.00	to 10.00	25.00	to 30.00	.....	to 40.00
" " No. 1 and culls	2.00	to 6.00	0.00	to 10.00	.....	to 10.00
Russell, Euler, Mock	.....	to 3.00	3.00	to 15.00	3.00	to 25.00
Hadley	2.00	to 10.00	2.00	to 5.00	4.00	to 10.00
Arenberg, Hoosier Beauty	.50	to 4.00	2.00	to 4.00	.....	to 5.00
Ward	.50	to 4.00	2.00	to 4.00	3.00	to 5.00
Killarney, Radiance, Taft	.50	to 4.00	3.00	to 6.00	2.00	to 0.00
Ophelia, Sunburst, Hillingdon	1.00	to 6.00	2.00	to 6.00	2.00	to 8.00
<b>Carnations</b>	.....	to 2.00	2.00	to 4.00	2.00	to 4.00
Cattleyas	.....	to 50.00	.....	to 50.00	40.00	to 75.00
Lilies, Longiflorum	4.00	to 8.00	10.00	to 12.50	10.00	to 12.00
Lilies, Speciosum	3.00	to 6.00	.....	to 5.00	5.00	to 10.00
Lily of the Valley	6.00	to 10.00	.....	to 5.00	4.00	to 8.00
Gladioli	.50	to 3.00	2.00	to 4.00	4.00	to 8.00
Sweet Peas	.25	to .75	.80	to .30	.75	to 1.00
Asters	.50	to 1.00	3.00	to 4.00	1.50	to 5.00
Adiantum	.75	to 1.00	.....	to 1.00	1.00	to 1.50
Smilax	.....	to 12.50	.....	to 12.50	25.00	to 25.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 35.00	50.00	to 50.00

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CYCLES, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
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Flower Market Reports

**BOSTON** Gladiolus and asters have swamped the market this week and the quality runs in various grades with but little demand for the best of them. Roses are plentiful especially the short stemmed variety and American Beauties can be had in small quantities. Carnations as far as the market is concerned are over. Sweet peas are abundant but the rest of the list suffers from a lack of supply, which has but very little effect on prices.

**CHICAGO** With the unseasonably low temperature of the closing week of July summer business held fairly well and stock was fresh and bright. August opened the same way and a good trade was done comparing favorably to that of other years, but the first week end saw a change and the hottest spell of the year is now on. It could not do otherwise than cut with the sales and the books showed an immediate reduction in the totals. Stock was affected and the supply lessened. At this time all really good roses are needed for regular trade. Carnations are out of season. Asters are not especially good but the best sell. Gladioli are plentiful.

**NEW YORK** Saturday the market was cleaned up in a generally satisfactory way compared with the early week's business but Monday came along with a hot wave which has put a damper on demand—it has dwindled down to a stage of stagnation. If anything can be said to move it is white lilies. The call for roses is very limited and a majority of the stock is carried over and will no doubt be lost for roses have no keeping qualities now. Asters, except a few of the choicer grades are unsalable. Gladioli are too numerous to mention. Trade is at its lowest ebb.

**PHILADELPHIA** The usual summer dullness prevails here. Lots of asters and gladioli are the main features. Roses are also in fairly strong evidence. Good lilies are in demand and the supply seems to be equal to the occasion, with prices a little easier. Rubrum lilies are in evidence and meet with ready sale. Sweet peas are about over for the time being.

**ROCHESTER, N. Y.** Trade in all stores is very quiet. The last few cool days has shortened up the stock considerably. Gladioli are now the most popular flowers and sell fairly well. Asters are yet somewhat small. The carnation supply is about over. Sweet peas have slowed up and are not so good. Roses have been small.



ASTERS

Greenhouse, very choice, well-grown stock (disbudded) \$3.00, \$4.00 per 100.

Outdoor stock, in all lengths, assorted colors, some equally as good quality as the greenhouse grown. \$1.00, \$2.00 and \$3.00 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

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WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI		CHICAGO		BUFFALO		PITTSBURG	
	Aug. 5		Aug. 5		Aug. 5		Aug. 5	
Roses								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	20.00	to 30.00	20.00	to 25.00
"    "    Fancy and Extra....	15.00	to 20.00	2.00	to 30.00	10.00	to 20.00	12.00	to 15.00
"    "    No. 1 and culls.....	6.00	to 10.00	8.00	to 12.00	2.00	to 6.00	3.00	to 10.00
Russell, Euler, Mock.....	6.00	to 12.00	2.00	to 20.00	3.00	to 6.00	4.00	to 12.00
Hadley.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	.....	to .....
Arenberg, Hoosier Beauty.....	5.00	to 8.00	2.00	to 10.00	3.00	to 8.00	.....	to .....
Ward.....	4.00	to 6.00	2.00	to 10.00	2.00	to 3.00	3.00	to 8.00
Killarney, Radiance, Taft.....	3.00	to 6.00	2.00	to 10.00	2.00	to 4.00	3.00	to 8.00
Ophelia, Sunburst, Hillingdon.....	4.00	to 8.00	2.00	to 10.00	2.00	to 6.00	3.00	to 10.00
Carnations								
Cattleyas.....	60.00	to 75.00	75.00	to 100.00	40.00	to 50.00	50.00	to 75.00
Lilies, Longiflorum.....	10.00	to 12.50	10.00	to 15.00	8.00	to 10.00	10.00	to 12.00
Lilies, Speciosum.....	.....	to .....	.....	to .....	3.00	to 5.00	.....	to .....
Lily of the Valley.....	.....	to 6.00	4.00	to 6.00	6.00	to 8.00	.....	to .....
Gladioli.....	3.00	to 6.00	2.00	to 6.00	3.00	to 5.00	4.00	to 6.00
Sweet Peas.....	25	to .35	.40	to 1.00	.25	to .40	.50	to 1.00
Asters.....	1.00	to 3.00	1.00	to 4.00	.50	to 2.00	1.00	to 4.00
Adiantum.....	.....	to 1.00	1.00	to 1.50	.50	to 1.25	1.00	to 1.75
Smilax.....	15.00	to 20.00	15.00	to 25.00	15.00	to 20.00	.....	to 15.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 60.00

The market has been at a complete standstill. Funeral work is the only outlet. Roses are coming in freely. Russells and Ophelia and some Hoosier Beauties. Carnations are poor and small. Some fairly good size pink and purple asters are seen.

NEWS NOTES.

**Woodstock, Vt.**—Roy G. Campbell began work for F. S. Mackenzie in the greenhouse the first of July, as successor to Ernest Morris, who enlisted. Mr. and Mrs. Campbell have moved to the house formerly occupied by Mr. and Mrs. Morris.

**New Haven, Ct.**—Andrew O. McCrea, florist, at 221 Meadow street, filed a petition in bankruptcy August

1, stating under oath he did not have the necessary money to pay the filing fee. Liabilities, all unsecured, are listed at \$1,887.46. Assets, comprised of stock in trade, are valued at \$250 and debts, due to open account, are listed at \$58.80.

**San Diego, Cal.** Presumably beaten to death and buried in the yard at Mme. Ernestine Schumann-Heink's country home at Grossmont near here, the body of Wilhelm Besthorn, the singer's gardener, was discovered when his own dogs were found frantically digging above it July 31. Besthorn was of German birth. It is said he was a naturalized American. He carried a sum of money when he disappeared several days ago.



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**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Aug. 3 1918		First Part of Week beginning Aug. 5 1918	
American Beauty, Special	10.00	to 25.00	8.00	to 20.00
" " Fancy and Extra	4.00	to 10.00	2.00	to 8.00
" " No. 1 and culls	.50	to 3.00	.25	to 2.00
Russell, Euler, Mock	.50	to 8.00	.50	to 6.00
Hadley	.50	to 6.00	.50	to 6.00
Arenberg, Hoosier Beauty	.25	to 4.00	.25	to 3.00
Ward	.25	to 3.00	.25	to 3.00
Killarney, Radiance, Taft	.35	to 3.00	.25	to 3.00
Ophelia, Sunburst, Hillingdon	.35	to 5.00	.50	to 6.00
Key	1.00	to 10.00	1.00	to 10.00
Carnations	.50	to 2.00	.50	to 2.00

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We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

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HOUSE OF AMERICA

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## Visitors' Register

Rochester, N. Y.—Milton Schloss, New York City.

Chicago—A. E. Kunderd, Goshen, Ind.; F. H. Riegelmeier, Pittsburgh, Pa.; Geo. Hampton of J. G. Neidinger Co., Phila., Pa.; Geo. Madsen, Elgin, Ill.; E. J. Barnes, Kansas City, Mo.; Henry Kusik, Kansas City, Mo.; Miss Belle Miller, Springfield, Ill.

Philadelphia—R. T. Brown, Cottage Gardens Co., Queens, N. Y. Mr. Brown and family are summering in the mountains of Sullivan Co., N. Y. Maurice Joyce, Pottsville, Pa.; Patrick Joseph Lynch, New Castle, Ind.; Edward H. Flood, Atco, N. J.

### NEW CORPORATIONS.

Louisville, Ky.—The National Seed Company has increased its capital stock to \$126,000.

Grand Rapids, Mich.—The Alfred J. Brown Seed Company has increased its capital stock to \$700,000.

New York—Colonial Florist, Manhattan, \$10,000; G. S. Wityson, S. and G. Sakelos, 921 St. Nicholas avenue.

Moultrie, Ga.—Moultrie Floral & Greenhouse Co., capital stock, \$25,000. Incorporators, H. H. Roth and A. G. Bohr.

Summit, N. J.—MacDonald the Florist, capital stock, \$50,000. Incorporators, James G., Robert and Jennie MacDonald.

Springfield, Ill.—Davis Kankakee Company, greenhouse growers, capital \$100,000. Incorporators, W. McGhee, R. W. Sims and H. S. Young.

Louisville, Ky.—The Lewis Implement & Seed Company, capital stock \$100,000. Incorporators, F. N. Lewis, H. H. Lewis and Charles H. Allen.

San Francisco, Cal.—McGhee Wholesale Nurseries, capital stock, \$10,000. Incorporators, F. B. Shearer, Peter Dunlap and E. Roaw.

Nashville, Tenn.—Baum's House of Flowers, capital stock \$50,000. Incorporators, Chas. C., Karl F. and R. L. S. Baum, G. W. Chesney and M. M. McDermot.

Roanoke, Va.—Wertz, Florist, Inc. Capital stock, \$50,000. Purposes, florist business. Frank L. Wertz, president; Thomas M. Darnall, secretary—both of Roanoke.

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
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**NEW YORK**

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### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Aug. 3 1918		First Part of Week beginning Aug. 5 1918	
Cattleyas.....	25.00	to 30.00	25.00	to 35.00
Lilies, Longiflorum.....	4.00	to 6.00	4.00	to 6.00
Lilies, Speciosum.....	2.00	to 4.00	2.00	to 4.00
Lily of the Valley.....	1.00	to 4.00	2.00	to 4.00
Gladioli.....	.50	to 2.00	.50	to 2.00
Sweet Peas.....	.....	.....	.25	to .50
Asters.....	.25	to 2.00	.10	to 2.00
Adiantum.....	.25	to .50	.....	to .50
Smilax.....	6.00	to 8.00	6.00	to 8.00
Asparagus Plumosus, & Spreng (100 bunches).....	10.00	to 15.00	10.00	to 15.00

## Obituary

A. V. D. Snyder.

A. V. D. Snyder, for many years a well known florist and seedsman of Ridgewood, N. J., is dead, a victim of Bright's disease. He was a jovial, companionable man and will be missed.

Mrs. Peter Risch.

In the passing away of Mrs. Peter Risch another pioneer florist is gone. Mrs. Risch was the wife of the founder of the firm of Weiland & Risch of Evanston, Ill., and the mother of John P. Risch and mother-in-law of John P. Weiland. About a year ago Peter Risch retired from active business in order to devote more time to his wife, whose health was failing. They have been life long companions, having been little children together in Luxembourg, and both spoke the French language in their home. The sympathy of the trade is with Mr. Risch in his bereavement. The funeral took place July 30th and interment was in St. Henry's cemetery.

### CATALOGUES RECEIVED.

Peter Henderson & Co., New York.—Wheat, Grasses, etc., for Fall Planting.

George N. Smith, Wellesley Hills, Mass.—Iris, Peonies, Phlox, Fall 1918 Spring 1919. A very neat little pocket list. Illustrated.

R. & J. Farquhar & Co., 6 and 7 So. Market St., Boston.—Summer Bulletin. Pot-grown Strawberries, Vegetable Plants, Seeds for Summer Planting, etc.

### GREENHOUSES BUILDING OR CONTEMPLATED.

Lancaster, Pa.—Fred W. Ritchy, additions and alterations.

Houston, Tex.—R. C. Kerr Company, range of 14 houses.

Denver, Col.—City Greenhouse Co., house 16 x 100, completed.

Providence, R. I.—P. Correra, Cumberland street, addition; Geo. Johnson & Son, Elmwood Ave., addition.

### PATENTS GRANTED

1,270,787, Wheel Weeder-Hoe, Henry Coad, Ainsworth, Nebr.

1,271,287, Digging-Tool, Edmund Daly, New Monterey, Cal.

Harry A. Bunyard has accepted a secretaryship in the Y. M. C. A. and will leave for overseas shortly. He has been manager of the fertilizer department of the Nitrate Co., New York City, for some time past, and for thirty years has been a prominent figure in the plant, flower and seed trade of the country. He is a man of the most genial personality and has hosts of friends everywhere. Heartiest good wishes go with him in his new field of patriotic endeavor.

The North Shore Horticultural Society held its annual summer exhibition on Wednesday and Thursday, Aug. 7 and 8. The fall show will be on Sept. 25 and 26, and a good part of the exhibition will be given over to food production and conservation, and a number of prizes will be awarded for the best canned vegetables and fruits of different kinds. There will also be a flower and vegetable display by professionals.



## LOCAL AND GENERAL NEWS

### CHICAGO.

Miss S. Jackson of the Chicago Flower Growers' Association is spending two weeks in the country.

Ralph Bather and sister Edith of Clinton, Iowa, visited Chicago to see their sister, who is ill at the Augustina Hospital.

Paul Klingsporn will take his vacation, as all enterprising florists will do this year, unless it is an absolute impossibility—at the St. Louis convention.

Miss Mabel Schulz, popular bookkeeper for J. A. Budlong, is spending two weeks with a party of friends at Allegan, Mich., along the Kalamazoo river, famous in Indian legends.

Allie Zech is putting in his spare time during the dull season looking up business for the future. He will be another of the wholesalers who will wait for the convention for his vacation time.

Guy M. Reburn, who is doing a brokerage business, has combined pleasure with work the past two weeks, visiting the principal cities of the east and some of the most famous watering places, not omitting a stop at his old home town, West Grove, Pa.

The government record shows the temperature of July as almost continuously below normal. As if to make amends, Chicago was visited by a wave of heat from the southwest which on Aug. 5th registered 92 degrees by the government thermometer, the highest August record ever made. With this temperature 200 feet above the streets the reflected heat of the surface may be imagined, and business rapidly was reduced to the necessities of life.

Members of the American Bulb Co. have been enjoying vacation trips and looking after business at the same time. A. Koehler is a bit reticent about naming the city where he spent his vacation but says it is known as an ideal summer resort. B. Neil leaves Wednesday for a business trip to Cleveland, O. This firm has shipped 500,000 freesia bulbs this season and more are still going. Cold storage lilies are reported as selling well.

The Geo. Keller Pottery Co., 2629 Herndon street, recently filed suit for injunction to restrain the manufacture of pots in certain public institutions in Chicago, when the price was cut lower than their own. The case was carried over till the fall term. Summer trade at the Keller Pottery Co. is reported as up to the average.

but the quantity of bulbs on the market this fall is expected to play a big part in the demand for the popular red pots next season.

Paul Klingsporn, manager of the Chicago Flower Growers' Assn., 182 N. Wabash avenue, is chairman of the committee to look after the entertainment of the florists and their ladies, while in Chicago en route to the convention at St. Louis. That they will be well entertained goes without the saying, and anyone going via Chicago will confer a favor by dropping a card to Mr. Klingsporn as far in advance as possible. If this cannot be done, call him up as soon as you reach the city, Central 282. Mrs. M. B. Hancock, 5003 Berceau avenue has been appointed by Mr. Klingsporn to have charge of the ladies. With her committee the ladies' interests will be looked after and their stay in Chicago made as pleasant as possible.

### NEW YORK.

Winfred Rolker's family is well represented in the U. S. forces in the field. Two nephews, sons of his late brother Herman, are, one in the Radio service, the other with the flyers. Mrs. Rolker's nephew, Alfred Rolker, Jr., is a captain in France and has been reported gassed. Three sons of Mr. Rolker's Cleveland cousin are all officers in France, so the Rolker family, although all of them not less than the second generation of German stock, are contributing their quota to help extinguish the Hun.

Louis Manciniello, 59 years old, a florist of 88 Marion street, Long Island City, while his sons, Frederick, 10 years old, and James 12 years old, slept close by him, was tossed to his death at 5.30 o'clock last Tuesday morning when a Broadway surface car hit his wagon at Broadway and Twenty-first street. He had been on his way to the Floral market on West Twenty-eighth street with a load of ferns. The boys, after assisting their father to load the wagon, were accompanying him to the market. The boys were unhurt.

East Milford, Mass.—Leon Bills has accepted a position with the Osgood Construction Co., which is now working on a large government order. Mr. Bills was employed at Woodman Bros., florists.

### PHILADELPHIA

For loss in his greenhouses last winter from lack of heat, Joseph Kift, of West Chester, has sued the Philadelphia Suburban Gas & Electric Light Co.

Samuel S. Pennock and family will spend their vacation at Indian Lake in the Adirondacks. They expect to leave Philadelphia on Aug. 15th and return about Sept. 15th.

Charles Sim has gone to the Adirondacks for the summer. He is still physically under par but with fresh air and good attention he expects to be all right again shortly. His address is: Algonquin Hotel, Saranac Lake, Adirondacks, N. Y. W. E. Edwards, his nephew, is running the business.

Edward J. Dooner is at the Grand View Hotel, Lake Placid in the Adirondacks. He writes that the scenery up there is wonderful and the air very invigorating. He has already foregathered with Charles Sim at the Algonquin House, Saranac Lake, and reports that gentleman much improved in health.

Among the casualties recently reported from the front are that of Lieutenant Starky, cousin of Ben Starky of Pennock Bros. and Capt. Howard A. McCall, son of Joseph McCall of the Philadelphia Electric Co. The Captain's father was well known in the florist trade. He was the first to introduce us at a club meeting to that gem of literary art—"Pigs is Pigs," when it first came out.

### PITTSBURGH.

Michael Steiner, with Randolph McClements Co., has returned from a two weeks' vacation. Miss Riley of the same company has also returned.

Prices on flowers continue high but there is no apparent scarcity. Wholesalers report the demand brisk and good prices are readily obtained for choice blooms.

Mr. J. D. Grafiadas, manager of the Liberty Florist's Shop, has lost his partner, Charles Plaaenes, who is now in the service in France. Mr. Grafiadas thinks the prospects for the coming winter are good.

William S. Holmes, a former Pittsburgher who established a flower shop a few years ago in Minneapolis, has sold his business there and returned to Pittsburgh to accept a position as designer with Mrs. E. A. Williams.



Cambridge

New York



WORLD'S OLDEST and LARGEST  
Manufacturers of ALL STYLES and  
SIZES of

### FLOWER POTS

**A. H. HEWS & CO., INC.**  
Cambridge, Mass.

An appeal has been made by the florists of the Pittsburgh district for the privilege of using a full supply of wagon mined coal, that is the petitioners would secure their supply from near-by mines and furnish the trucks for hauling. D. W. Kuhn, the local fuel administrator has taken up the project with Dr. Garfield.

John Mitchell, manager of the Alpha Floral Co., reports a satisfactory summer trade with good prospects for the coming season. Mr. Mitchell has lost four of his assistants who have gone over seas, but has his force again satisfactorily filled. One of his designers, George Nixon, has been spending his vacation in Cleveland, O.

Pittsburgh florists are all feeling optimistic over the prospects for autumn business. Randolph & McClements are renovating their shop in anticipation of a brisk trade. Their shop on Penn avenue, erected a couple of years ago, one of the most artistic in the East End, is being re-decorated in white with touches of willow green.

### ROCHESTER, N. Y.

Art. Byers of J. B. Keller Sons has been on a two weeks' vacation.

Miss Lillian Wheeler is spending a vacation at Canandaigua Lake.

Arthur M. Newborn's fine crop of gypsophila has been partly ruined by the heavy rain.

Collatus Bros. had a patriotic window showing miniature tanks and aeroplanes with a red, white and blue background.

J. C. Murphy, who was successor to R. H. Pringle of 299 Plymouth avenue, has discontinued, and after training at Mechanics Institute left for France July 12th.

Farm bureaus of New York state and the College of Agriculture are sending out warnings against potato blight. In other years the blight has been responsible for greatly reducing the crop. Farmers are urged to spray once every two weeks now and more frequently a little later in the season.

# CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

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Bulbs of all descriptions. Write for prices.  
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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. I. L. PILLSBURY, Galesburg, Ill.

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#### CHRYSANTHEMUM MANUAL

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Who has given his undivided attention for twenty-five years to the improvement of the Chrysanthemum and its culture in detail. 50 cents postpaid.

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Peony Dahlia Mrs. Frederick Grinnell.  
Stock For Sale.

JOHN P. ROONEY, New Bedford, Mass.

New Peony Dahlia—John Wanamaker, Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to PEACOCK DAHLIA FARMS, Berlin, N. J.

Orders booked at any time for Fall or Spring delivery. Wholesale and Retail. Send for Catalog. NORTHBORO DAHLIA & GLADIOLUS GARDENS, J. L. Moore, Prop., Northboro, Mass.

### DRACAENAS

DRACAENA TERMINALIS. Clean healthy stock out of 2 1/4 inch pots at \$8.00 per 100; 3 inch pots at \$15.00 per 100; 4 inch pots at \$25.00 per 100. Cash with order.

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### FLOWER POTS

A. ROLKER & SONS, 51 Barclay St., New York City, Eastern Selling Agents for the York Pottery, Pa. Write for the revised prices of Pots, Pans and Fern Dishes.

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Greenhouse glass, lowest prices. JOHN-STON GLASS CO., Hartford City, Ind.

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MYOSOTIS—The earliest and finest winter blooming Forget-Me-Not. Grow along the edges of carnation benches. 2 1/4 in. plants, \$3.50 per 100, \$30.00 per 1000. FRED H. LEMON & CO., Richmond, Ind.

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### PEONIES

Peonies. The world's greatest collection, 1200 sorts. Send for list. C. BETSCHER, Canal Dover, O.

Peonies can be shipped from France with celerity and security via Bordeaux-New York. DESSERT, Peony Specialist, Chenonceaux, France. Please refer to Sixteenth General Catalogue.

### PRIMULAS

PRIMULA MALACOIDES ROSEA—Fine plants from 2 1/4 in. pots. August and September, \$3.50 per 100, \$30.00 per 1000. FRED H. LEMON & CO., Richmond, Ind.

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ROSES, CANNAS AND SHRUBS.  
THE CONARD & JONES COMPANY,  
WEST GROVE, PA.

### SPHAGNUM MOSS

Live Sphagnum moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summit, N. J.

### VEGETABLE PLANTS

CELERY PLANTS—Golden Self Blanching (French Strain), Giant Pascal, also the grand new Easy Blanching, which is easy to grow, fine plants, ready for the field, \$2.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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Flowering and Foliage Vines, choice collection. Large Specimen, Pot and Tub grown for immediate effect; also Climbing Roses. J. H. TROY, Mount Hissarlik Nursery, New Rochelle, N. Y.

### WIRE WORK

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Advertisements in this column  
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## HELP WANTED

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## Horticultural Books

For Sale by

### HORTICULTURE PUBLISHING CO.

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The Chrysanthemum. Herrington .....	.50
Commercial Carnation Culture. Dick .....	1.50
Commercial Rose Culture. Holmes .....	1.50
Violet Culture. Galloway .....	1.50
Greenhouse Construction. Taft ..	1.50
Sweet Peas up to Date. Kerr ..	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kains ..	1.50
Plant Pruning. Kains .....	1.50
Book of Garden Plans. Hamblin ..	2.00
Landscape Design. Hubbard ..	6.00
The Art of Outdoor Rose Growing. Thomas .....	6.00
The Home Vegetable Garden. Krum .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose .....	1.00
Principles of Floriculture. E. A. White .....	1.75
Foundations of American Grape Culture. Munson .....	2.00
Plant Materials of Decorative Gardening. Trelease .....	1.00
Aristocrats of the Garden. Willson .....	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes .....	\$6.00





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Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 20 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.90; 10 Gallon Can, \$20.00. Directions on package.

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### CONCENTRATED PULVERIZED

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Pulverized or Shredded

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The Florists' standard of uniform high quality for over ten years. Specify: **WIZARD BRAND** in your Supply House order, or write us direct for prices and freight rates.

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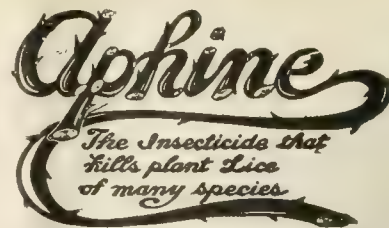
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#### PUBLICATIONS RECEIVED

Dawson Black, Retail Merchant By Harold Whitehead, author of "The Business Career of Peter Flint." This book, just out, is one of the most widely useful publications ever issued by The Page Company, Boston. It presents the fundamental principles of modern retail merchandizing in a most convincing and logical manner, and if every young man would carefully read this book starting in a business career on his own account and live up to its counsel, the disappointments and failures on every side would be reduced to a minimum. HORTICULTURE heartily accords with the advice in the chapter on Advertising which says that "A man can afford to stop advertising when he can afford to be forgotten." Dawson Black was human; he made mistakes, "even as you and I." But he had the requisite ambition and determination and overcame the obstacles that confronted him. The problems he solved are those that must be solved by the average business man, big or little. Dawson Black was not a business machine, but a genuine, lovable young chap, and the account of his mistakes and successes is inspiring, apart from the sound business lessons inculcated. 357 pages; price \$1.50 net.

The Page Company are accustomed to send out a galaxy of interesting books of fiction or travel each year as the vacation season comes around. One of the best of this season's list is "The Boy Scouts of Kendallville" by Brewer Corcoran. The title indicates its character. It is inspiring and is issued with the approval of The Boy Scouts of America. It is the story of a bright young factory worker who cannot enlist, because he has three dependents, but his knowledge of woodcraft and wig-wagging gained through scout practice enables him to foil a German plot to blow up the munitions factory. The story is full of patriotic manly enthusiasm well seasoned with adventures stirring and tragic. The boys will like it. 270 pages, illustrated; price \$1.50 net.

Another book by the same publishing house is "The Mt. Blossom Girls" by Isla May Mullins. This is the fourth and last in the "Blossom Shop" series of stories, in which the characters have already won countless friends. It is a book of high ideals. The romance is laid in a "settlement" enterprise in an Alabama mountain iron works community and ends happily with the ringing of wedding bells. A very acceptable vacation book for the girls. 338 pages, illustrated; price \$1.50 net.



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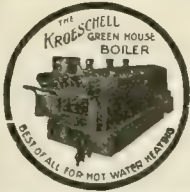
You are hereby notified that the Annual Meeting of the Florists' Hail Association of America, will be held at Moolah Temple, St. Louis, Mo., at 9 o'clock a. m., on August 21, 1918, for the purpose of electing four Directors, and the transaction of such other business as may come before the meeting.

JOHN G. ESLER, Secretary.

The Florists Hail Association rate of insurance from Nov. 1st, 1916 to Nov. 1st, 1917 will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars, address, JOHN G. ESLER, Sec., Saddle River, N. J.

And not forgetting the little ones there is "The Sandman; His Indian Stories," by W. S. Phillips, who spent the greater portion of his life among the various Indian tribes in the west and is known as El Comanche. The book is a series of mystic imaginations and legends and lore about birds, animals and wild men told in an entertaining style. 292 pages and 37 full page pictures. Price \$1.50 net.





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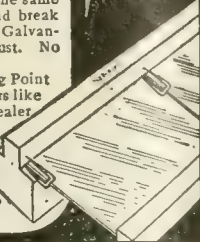
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We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, \$1.50.

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By M. G. KAINS

Lecturer on Horticulture, Columbia University

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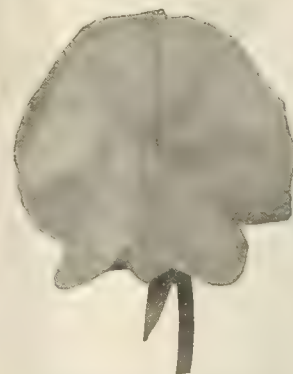
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Vol. XXVII

AUGUST 17, 1918

No. 7



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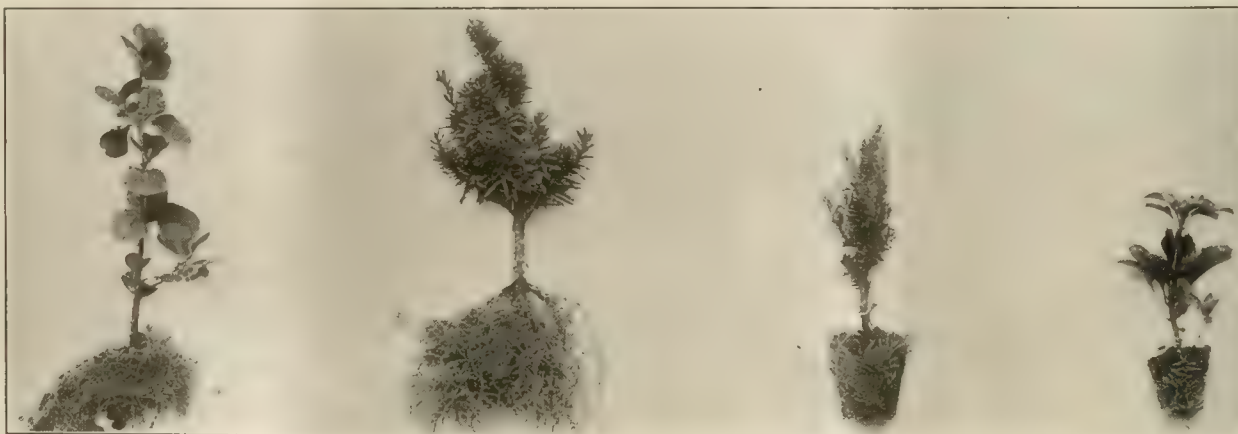
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The coal problem is one of great concern to the commercial florist, and there appears to be no alternative, except to produce such crops as can be grown with the smallest amount of heat. Sweet Peas can be successfully grown under conditions that would not allow production of other popular flowers. We recommend to our florist friends that they sow Sweet Peas under glass for a commercial winter crop. Sweet Peas are the logical paying crop for the coming winter. They may be grown with very little heat.

The **BURPEE WINTER FLOWERING SPENCER SWEET PEAS** are the result of crosses made at Fordhook Farms during the past ten years, and are great advances in the various colors. The seed is all grown on our Floradale Farm. "The California Home of Sweet Peas." The greatest care is given to their production, and all stocks may be relied upon as being true to type and color.

**BURPEE'S SWEET PEAS** during the past few years have been awarded seven silver cups, six gold medals and innumerable certificates for new varieties. Thus clearly demonstrating the great superiority of the stocks that we offer.

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**3395—BURPEE'S EARLY SANKEY.** This truly magnificently white was awarded a special Silver Medal when exhibited at the great International Show in New York, March 20, 1915, also Certificate of Merit at the Spring Show of The Pennsylvania Horticultural Society, Philadelphia, March 23, 1915. Black seeded.  $\frac{1}{2}$  oz., 75c.; oz., \$1.25;  $\frac{1}{4}$  lb., \$3.75; lb., \$12.50.

**3396—BURPEE'S EARLY SNOWSTORM.** We consider this truly magnificent pure white variety to be the best of the white seeded, early-flowering Spencers yet introduced. The flowers are of great size and substance, beautifully waved, and are borne in great profusion. The stems are long, usually carrying three or four flowers which are well placed.  $\frac{1}{2}$  oz., \$1.00; oz., \$1.75;  $\frac{1}{4}$  lb., \$6.00; lb., \$20.00

#### CREAM

**3381—BURPEE'S EARLY CANARY BIRD.** This is a splendid, rich, deep cream or primrose colored self. Awarded certificate of merit by the Pennsylvania Horticultural Society, March 23, 1915.  $\frac{1}{4}$  oz., 75c.;  $\frac{1}{2}$  oz., \$1.25; oz., \$2.00.

**3391—BURPEE'S PRIMROSE BEAUTY.** An attractive and pleasing shade of deep primrose, flushed with rose. Awarded Certificate of Merit at the Spring Exhibition of The Pennsylvania Horticultural Society, Philadelphia, March, 1915.  $\frac{1}{2}$  oz., 75c.; oz., \$1.25;  $\frac{1}{4}$  lb., \$4.50; lb., \$15.00.

#### CRIMSON AND SCARLET

**3386 BURPEE'S EARLY KING.** In color similar to King Edward Spencer, having all the characteristics of that fine variety. A glowing, rich, bright crimson. Awarded Certificate of Merit at the International Show, New York, March 20, 1916; the Pennsylvania Horticultural Society, Philadelphia, March 23, 1915 also, at the Annual Exhibition of the American Sweet Pea Society, San Francisco, June 9, 1916.  $\frac{1}{2}$  oz., \$ .75; oz., \$1.25;  $\frac{1}{4}$  lb., \$3.75; lb., \$12.50

**3394 BURPEE'S ROSEY MORN.** The color is a pleasing shade of rose with crimson-scarlet standard while the immense flowers are usually borne in fours on stiff, long stems.  $\frac{1}{2}$  oz., \$ .50; oz., \$ .85;  $\frac{1}{4}$  lb., \$2.50; lb., \$8.00

#### LAVENDER

**3389 FORDHOOK PINK.** A distinct shade of pink suffused with lavender throughout. Under artificial light it is particularly pleasing.

$\frac{1}{2}$  oz., \$ .50; oz., \$ .85;  $\frac{1}{4}$  lb., \$2.50; lb., \$8.00

**3391a BURPEE'S EARLY PRINCESS.** Color a lovely shade of soft lavender suffused mauve. A color in great demand. The flowers are most attractively fluted or waved. Similar in color to Asta Ohn.

$\frac{1}{4}$  oz., \$1.00; oz., \$1.75;  $\frac{1}{4}$  lb., \$6.00; lb., \$20.00

**3399 BURPEE'S EARLY ZEPHYR.** Similar in color to the old grandiflora Mrs. Higginson. It might be briefly described as a silvery blue self

$\frac{1}{4}$  oz., \$ .75;  $\frac{1}{2}$  oz., \$1.25; oz., \$2.00;  $\frac{1}{4}$  lb., \$6.00

**3392 BURPEE'S EARLY LAVENDER KING.** A first-class lavender has been much wanted in this type, therefore we have great pleasure in offering the new Lavender King. This glorious new variety is a rich, true, deep lavender throughout. Similar in color to the summer-flowering varieties, Burpee's Orchid and R. F. Felton. Awarded certificate of Merit at the International Show, New York, March 20, 1915; the Pennsylvania Horticultural Society, March 23, 1915.

$\frac{1}{2}$  oz., \$1.00; oz., \$1.75;  $\frac{1}{4}$  lb., \$6.00; lb., \$20.00

#### MAUVE

**3388 BURPEE'S EARLY MAUVE BEAUTY.** Color a pleasing shade of rosy mauve. Charming under artificial light.

$\frac{1}{4}$  oz., \$ .75;  $\frac{1}{2}$  oz., \$1.25; oz., \$2.00

#### BICOLOR

**3398 YARRAWA.** The color is a bright rose-pink with a clear, creamy base. Floradale-Grown Seed exclusively.

oz., \$ .75;  $\frac{1}{4}$  lb., \$2.40; lb., \$8.00

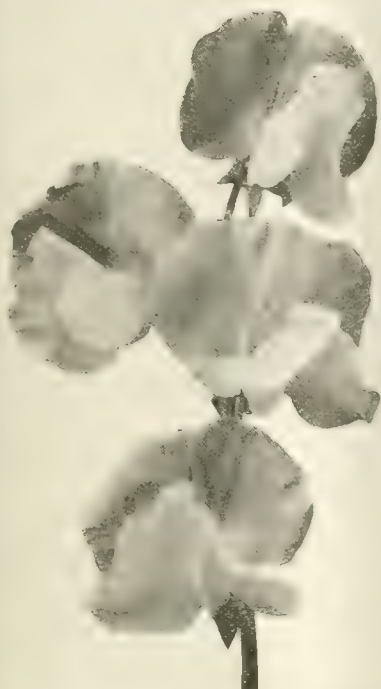
**3387 FORDHOOK PINK AND WHITE.** This is the most popular color in early-flowering Sweet Peas. It is similar to the old Blanche Ferry, having a bright, rosy-pink standard with creamy white wings, lightly suffused rose. Awarded Certificate of Merit at the International Show, New York, March 20, 1915; Spring Show of the Pennsylvania Horticultural Society, Philadelphia, March 23, 1915, and the American Sweet Pea Society, San Francisco, June 9, 1916.

oz., \$1.00;  $\frac{1}{4}$  lb., \$3.75; lb., \$12.00

#### PICOTEE EDGED

**3384a BURPEE'S EARLY EXQUISITE.** The ground color is a soft shade of primrose, the edge of the standard and wings being beautifully "picoteed" with deep rose-pink. A strong, robust grower, the large flowers are freely borne on long stiff stems usually in threes and fours.

$\frac{1}{4}$  oz., \$ .75;  $\frac{1}{2}$  oz., \$1.25; oz., \$2.00



#### LIGHT PINK

**3385 BURPEE'S EARLY LOVELINESS.** The color is white, the entire flower being suffused soft pink until it reaches the edges, which are distinctly picoteed with rose-pink.  $\frac{1}{2}$  oz., \$ .75; oz., \$1.25;  $\frac{1}{4}$  lb., \$3.75; lb., \$12.50.

**3397 BURPEE'S EARLY SWEET BRIAR.** Color a lovely shade of pink throughout, but with a soft salmon or amber suffusion, this being more accentuated in the younger flowers and buds. Somewhat similar in color to the summer-flowering Elfrida Pearson. Awarded Certificate of Merit by the Pennsylvania Horticultural Society, March 23, 1917.

$\frac{1}{4}$  oz., \$ .75;  $\frac{1}{2}$  oz., \$1.25; oz., \$2.00

#### DEEP PINK

**3384 BURPEE'S EARLY ENCHANTRESS.** A bright rose-pink, becoming deeper toward the edges of standard and wings, gradually softening in tone toward the center of the flower.  $\frac{1}{2}$  oz., \$ .75; oz., \$1.25;  $\frac{1}{4}$  lb., \$3.75; lb., \$12.50

**3390 BURPEE'S EARLY PINK BEAUTY.** The color is soft rose-pink on white ground, richer toward the edges, gradually softening in color as it reaches the center of standard and wings. Awarded Certificate of Merit at the International Show, New York, March 20, 1915; the Spring Show of the Pennsylvania Horticultural Society, March 23, 1915, and the American Sweet Pea Society, San Francisco June 9, 1916, when exhibited as Fordhook Countess.

$\frac{1}{2}$  oz., \$ .75; oz., \$1.25;  $\frac{1}{4}$  lb., \$3.75; lb., \$12.50

#### ROSE PINK

**3383 BURPEE'S EARLY EMPRESS.** This is a magnificent flower of largest size. A most distinct and glorious shade of bright deep rose-pink. A solid color throughout.

$\frac{1}{2}$  oz., \$1.00; oz., \$1.75;  $\frac{1}{4}$  lb., \$6.00; lb., \$20.00

#### CREAM PINK

**3382 BURPEE'S EARLY DAYBREAK.** The color is a pleasing shade of rich rose-pink on cream ground, the color becoming deeper toward the edge of standard and wings. Very similar in color to Margaret Atlee.

$\frac{1}{4}$  oz., \$ .75;  $\frac{1}{2}$  oz., \$1.25; oz., \$2.00

**3396a BURPEE'S EARLY SUNBURST.** The color is a pleasing shade of rich pink, becoming lighter toward the base of standard and wings. The entire flower is suffused with soft amber and salmon. Awarded Certificate of Merit at the International Show, New York, March 20, 1915, and the Pennsylvania Horticultural Society, March 23, 1915, when exhibited under the name of Early-flowering Mrs. Routzahn.

$\frac{1}{2}$  oz., \$ .75; oz., \$1.25;  $\frac{1}{4}$  lb., \$3.75; lb., \$12.50

#### ROSE

**3393 FORDHOOK ROSE.** This lovely variety is a charming shade of rosy carmine. Awarded Certificate of Merit at the International Show, New York, March 20, 1915, and at the Spring Show of the Pennsylvania Horticultural Society, Philadelphia, March 23, 1915.

$\frac{1}{2}$  oz., \$ .50; oz., \$ .85;  $\frac{1}{4}$  lb., \$2.50; lb., \$8.00

#### BLUE

**3380 BURPEE'S EARLY BLUE-BIRD.** This is a charming shade of blue. Somewhat similar to Wedgewood but more of a true self, especially as the flower ages.

$\frac{1}{4}$  oz., \$ .75;  $\frac{1}{2}$  oz., \$1.25; oz., \$2.00

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We are in position at the present time to supply the varieties noted below in excellent shape for present potting, in flats of about 200 plants each, at \$2.00 per flat.

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ADIANTUM CUNEATUM	PTERIS DISTINCTION
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**WHITE, Pink Eye.**

**DAYBREAK** (a lovely shade of light pink).

**VICTORIA** (white, tipped with pink, fringed edge).

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An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe Winters and to bloom right on into Summer. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

Pansies are only showing buds. The flowers are large, well formed and fragrant.

14. **WINTER SUN:** Golden yellow, eye. 15. **ICE KING:** Silvery white, with eye. 16. **CELESTIAL QUEEN:** Light or sky blue. 17. **CHARM OF MARCH:** Dark velvety blue. 18. **MIXED:** The above four colors with other shades and variations. Each color separate or mixed. 500 seeds 25c. 1000 seeds 40c. 1/2 oz. \$1.10, 1/4 oz. \$2.00, oz. \$7.50. For description and prices of other Pansy seed send for price list.

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2 1/2 in. pots, \$2.50 per 10; \$20.00 per 100

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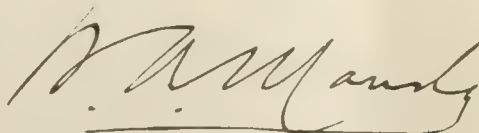
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## BEST WISHES

for the speedy recovery of  
Mr. Wm. J. Stewart, the able editor of  
"Horticulture." Staunch supporter  
of the Society of American Florists and  
Ornamental Horticulturists from its  
inception. His many friends will miss  
him at the next Convention especially.

His Sincere Friend,

A handwritten signature in dark ink, appearing to read "R. A. Mandy". The signature is written in a cursive style with a horizontal line underneath the name.

August 12, 1918.



# LETTERS FROM AN OLD TO A YOUNG GARDENER

## On Hybridizing and Crossing the French Iris

### What Are the Chances of Getting a Prize

In the last fifty years probably several million iris seed have been planted, either the results of artificial crossing or from plants that have seeded naturally, but only a few hundred are on the market. Out of these there are a dozen or more that are real aristocrats, using this term in its proper sense. Among a thousand plants raised from a year's crossing you will get many fine enough to give to your farmer neighbors, for their wives' gardens, to encourage the growth of the iris in the country. If these are planted in rows in the vegetable garden the care will be so little the "men folks" will not notice it, while if they are asked to work in the flower garden they "kick" saying they are behind with the farm work. I find this little dodge works all right. Out of the thousand perhaps you will get two or three good enough to go into the hybridizing garden. One must raise many seedlings to draw a prize. However, the laws of chance work strangely. Cases are on record where an amateur raising new narcissi has quickly been favored with fortune, and as we all like a game of chance, growing iris seed is a fine game.



point. I do not like the method. Get a set of stencil letters and figures, one quarter of an inch high. Perforate the labels and the printing will remain always clear. These labels have long and strong copper wires. When fastened to iron stakes they are most satisfactory. Marking the plants in this way and making the records to correspond is not enough for the seed and transplant beds, where the plants are near together, as the stakes get moved. There must be fixed points from which the distances of each plant can be measured. Iron pipe one and a half inches diameter and in pieces eighteen inches long is useful. This displacement of labels occurs in places you would not expect it. One spring I went to a celebrated botanical garden and saw more than a dozen labels that did not correspond with the plants. In a garden of hybrid seedlings this would have been fatal unless the owner had a system of fixed points and a record by which he could replace the labels. It seems to be a habit with many visitors to a garden to pull up a stake to look at the label rather than bend over to read it, and if they replace it within a few inches that is supposed to be all right.

### Record Books

Quite elaborate directions for keeping records may be found in literature. Better make your own plan, for no two brains work alike. Summing up it may be written that the chief troubles of a hybridist are rain, excessive heat, bugs, misplaced labels and weeds.

Forty years ago I listened to a lecture by Emerson, in which he defined a weed as a plant whose uses we had not yet discovered. This made a great impression at the time, but long years of gardening cause me to think a better definition of a weed is a plant out of place. Surely we know the uses of grass and clover, but they are pestilent weeds in an iris garden.

### Time of Transplanting from the Transplant Bed

At the end of the second year remove all the plants, and prepare the bed for the next lot of seedlings. It is evident that to do this there must be two transplant beds.

### Labels and Records

The painted labels used for marking the plants after crossing will remain legible, if an indelible pencil, so called, is used, until time to gather the pods, but cannot be trusted in the seed or transplant beds. My correspondent, Monsieur Dessert, sends his peonies to America with labels that can be read after being underground for two years, but I have not been able to duplicate these here, and recommend Farquhar's copper labels, which are five inches long  $1\frac{1}{8}$  inches wide. These are intended to have the record made on them with a hard

Tamworth, N. H. *William Rollins*

APPENDIX. Plant Anatomy—Stevens. Morphology of Angiosperms—Coulter and Chamberlain. Methods in Plant Histology—Chamberlain. The Cell—Wilson. Plant Breeding—DeVries. Species and Varieties, Their Origin and Mutation—DeVries. These books are remarkably clear and simple, and should be in the libraries of all gardeners who are interested in making new flowers.



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Now is the season of the year when we  
 Hailstones may look for sudden bombarding in un-  
 expected places by Nature's artillery.  
 Happy indeed is he who is well protected and fortified  
 against such sudden disaster, under the shelter of John  
 G. Esler's precautionary refuge. The past week has  
 seen some attacks of more or less severity but, although  
 much destruction of trees and crops, and some general  
 damage to greenhouses, is reported in the newspapers,  
 and tales are told of hailstones of prodigious size, we  
 have thus far no knowledge of specific instances of green-  
 house injury. This is consoling but, if past experience  
 counts for anything, to expect that no damage is to be  
 suffered sometime, somewhere least expected, before the  
 end of the season, would be foolish and if any greenhouse

owner who reads these lines is indulging in such pre-  
 carious security, he'd better drop it and get under cover,  
 for a loss this year, especially, would be a double disas-  
 ter, for reasons too well understood to need enumera-  
 tion here. Hail insurance is not a luxury; it, is a para-  
 mount duty which every owner of glass houses owes to  
 himself and his family.

## Come on!

HORTICULTURE's friends take advantage  
 of the present opportunity to tell the  
 wideawake florists of the country that  
 they are still in front line of efficiency and are prepared  
 to do business in their respective lines. This is com-  
 mendable from every viewpoint. It is an exhibition of  
 enterprise which should react favorably at the present  
 time when so many concerns appear to have retired  
 into their dugouts leaving the impression that business  
 is defunct. We solicit especially for these outposts of  
 business activity all the trade which our readers may be  
 able to turn their way. Their spirit should be an ex-  
 ample to the timid ones to pluck up courage and show  
 the trade that "the way to resume is to resume."

"Ye timrous saint, fresh courage take;  
 The clouds ye so much dread -  
 Are big with mercy and will break  
 In blessings on your head."

Do your part to start things into activity for the  
 new season soon to open, by some encouraging orders  
 to the advertisers who reach out the hand of good fel-  
 lowship towards you in this issue of HORTICULTURE.

The growing interest in outdoor  
 Rock gardens gardening has many attractive oppor-  
 tunities through which to find ex-  
 pression. The rock garden is one of the most fascinat-  
 ing; easy to develop; inexpensive, yet affording scope  
 for the finest exercise of art in its arrangement, and un-  
 limited in the variety of pleasure it affords. In the  
 shade it may be the bosky fern bower revealing the deli-  
 cacy of the maiden hair or the strength of the royal  
 osmunda, nestling among which may be had the lady's  
 slipper, the wood forget-me-not, the early anemones,  
 numerous bell-flowers, foxgloves, violas and an endless  
 list of other favorites which prefer partial shade. In  
 the sun the available rock garden material is practically  
 endless. Some of us have perhaps regarded the stone-  
 crops, saxifragas, house-leeks, alpine pinks, arabis,  
 armerias, dwarf phloxes, etc., as the proper rock plants.  
 But why should we omit the columbines, Iceland pop-  
 pies, gypsophila, primulas and, in fact, most of the  
 hardy perennials that are not too coarse in their habit  
 of growth? Many of these plants will thrive and will  
 be likely to survive the winter better growing in the  
 crannies among the rocks than in the herbaceous border.  
 The rock garden is really unrestricted, and it is a suit-  
 able place for all kinds of hardy plants whose habit of  
 growth may lend itself to artistic rock garden plant-  
 ing. Early bulbous plants like grape hyacinths, scillas,  
 snowdrops and the smaller forms of narcissi should  
 not be omitted; and among woody plants the prostrate  
 juniper, hardy azaleas, cotoneaster horizontalis with its  
 tiny pink flowers and persistent red berries covering the  
 mat-like foliage which forms itself about the rocks.  
 Euonymus Kewensis is another neat little plant which  
 has this rock covering habit and it has the advantage  
 of being evergreen. In many localities sites for rock  
 gardens may be selected where nature has very generous-  
 ly accomplished most of the necessary construction; in  
 others the necessary material is very frequently at hand  
 and needs only to be properly assembled.



# SOCIETY OF AMERICAN FLORISTS

## —AND—

# ORNAMENTAL HORTICULTURISTS

INCORPORATED BY ACT OF CONGRESS MARCH 4, 1901

Thirty-Fourth Annual Meeting, August 20, 21, 22, 1918  
MOOLAH TEMPLE, - - ST. LOUIS, MO.

### OFFICERS FOR 1918.

**PRESIDENT**—Charles H. Totty, Madison, N. J.

**VICE-PRESIDENT**—L. Jules Bourdet, St. Louis, Mo.

**SECRETARY**—John Young, 1170 Broadway, New York.

**TREASURER**—J. J. Hess, Omaha, Neb.

### Board of Directors.

**Term Expiring 1919.**

Angelo J. Rossi, San Francisco, Cal.;  
Charles L. Baum, Knoxville, Tenn.

**Term Expiring 1920.**

Frank X. Stuppy, St. Joseph, Mo.;  
Geo. W. Hess, Washington, D. C.

**Term Expiring 1921.**

Joseph A. Manda,  
West Orange, N. J.;  
Charles E. Critchell,  
Cincinnati, O.

W. F. Gude, Washington representative.

### Directors Under Affiliation.

**To Serve One Year.**

Philip Breitmeyer, Detroit, Mich., vice-president Florists' Telegraph Delivery Association.

Benjamin Hammond, Beacon, N. Y., president American Rose Society.  
W. J. Vesey, Jr., Fort Wayne, Ind., president American Carnation Society.

E. G. Hill, Richmond, Ind., president Florists' Hail Association.

Chas. Schenck, New York, president New York Florists' Club.

A. Farenwald, Roslyn, Pa., president, Florists' Club of Philadelphia.

Frederick Lautenschlager, Chicago, president Chicago Florists' Club.

Robert Weeks, Cleveland, O., president National Association of Gardeners.

Ex-officio: R. C. Kerr, Houston, Tex.

### Other Officers

**Botanist**—John Dunbar, Rochester, N. Y.

**Pathologist**—George L. Peltier, Agricultural Ex. Station, Auburn, Ala.

**Entomologist**—Dr. T. F. Headlee, Agricultural Experiment Station, New Brunswick, N. J.

**Superintendent of Trade Exhibition**—John Young, New York.

### National Flower Show Committee.

George Asmus, Chicago, chairman, (term expires Dec. 31, 1918.)

A. Farenwald, Roslyn, Pa., (term expires Dec. 31, 1919.)

W. H. Duckham, Madison, N. J., (term expires Dec. 31, 1920.)

Patrick Welch, Boston, Mass., (term expires Dec. 31, 1921.)

Thomas Roland, Nahant, Mass., (term expires Dec. 31, 1922.)

Herman P. Knoble, Cleveland, O., (term expires Dec. 31, 1923.)

John Young, secretary.

J. J. Hess, Treasurer.

### Committee on Tariff and Legislation

William F. Gude, chairman, Washington, D. C.

James McHutchison, New York.

Heber J. Ware, New York.

Wm. H. Siebrecht, Jr., Long Island City, N. Y.

Leonard Vaughan, Chicago.

### Committee on Publicity.

Edwin J. Fancourt, Philadelphia, Pa., (term expires Dec. 31, 1922.)

Henry Penn, chairman, Boston, Mass., (term expires Dec. 31, 1921.)

Guy W. French, Morton Grove, Ill., (term expires Dec. 31, 1920.)

S. A. Anderson, Buffalo, N. Y., (term expires Dec. 31, 1919.)

Thos. H. Joy, Nashville, Tenn., (term expires Dec. 31, 1918.)

The above committee elects its chairman.

### Publicity Finance Committee.

George Asmus, chairman, Chicago.

W. R. Pierson, Cromwell, Conn.

F. L. Atkins, Rutherford, N. J.

Herman P. Knoble, Cleveland, O.

John Young, New York.

### Committee on National Credits and Collections Bureau.

R. C. Kerr, chairman, Houston, Tex.

S. S. Pennock, Philadelphia, Pa.

Frank X. Stuppy, St. Joseph, Mo.



CHARLES H. TOTTY  
President Society of American Florists



Chas. L. Washburn, Chicago.

Philip Breitmeyer, Detroit, Mich.

**Committee on Convention Garden.**

Clarence L. Brock, Houston, Tex.,  
(term expires Dec. 31, 1918.)

Theo. Wirth, chairman, Minneapolis,  
Minn., (term expires Dec. 31, 1919.)

Philip Breitmeyer, Detroit, Mich.,  
(term expires Dec. 31, 1920.)

**Committee on School Gardens**

Benjamin Hammond, chairman, Beacon, N. Y.

A. J. Loveless, Lenox, Mass.

Michael Barker, Chicago.

Irwin Bertermann, Indianapolis, Ind.

Leonard Barron, Garden City, N. Y.

**Committee on Development of American Products.**

Chas. Willis Ward, chairman, Eureka, Calif.

John H. Dunlop, Toronto, Ont.

Wallace R. Pierson, Cromwell, Conn.

Joseph H. Hill, Richmond, Ind.

F. R. Pierson, Tarrytown, N. Y.



J. J. HESS

Treasurer, Society of American Florists

**Committee on Nomenclature.**

Prof. E. A. White, chairman, Cornell University, Ithaca, N. Y.

Dr. N. L. Britton, Botanical Gardens, Bronx Park, N. Y.

Prof. T. B. Symons, College Park, Md.

**Judges for the Trade Exhibits.**

**Sections A. B. F.**

Adolph Gude, Washington, D. C.

W. H. Siebrecht, Chappaqua, N. Y.

L. P. Jansen, St. Louis, Mo.

**Sections E. G.**

Thos. H. Joy, Nashville, Tenn.

Herman P. Knoble, Cleveland, O.

Philip Breitmeyer, Detroit, Mich.

**Sections C. D.**

E. Allan Peirce, Waltham, Mass.

F. Meinhardt, St. Louis, Mo.

Aug. H. Hummert, St. Louis, Mo.

With the convention but a day or two away it is pleasing to note the greatly increased interest in the subject matter of the program. There is every indication of a large attendance, and it would not be surprising if the

number of visitors should exceed the number registered at any preceding convention. It should be borne in mind that the society's membership roll has been increased more than 25 per cent since our last convention, and, naturally, a large proportion of those making up this increase will want to meet their fellow members, as well as to take some part in the proceedings, or to get information which will help them in the solution of business problems such as beset us all in these troublous times. Never heretofore did we have before us for discussion matters of such vital interest to our trade as those scheduled in our program—Publicity, with details concerning the expenditure of a fund expected to approximate \$50,000; the fuel situation, which is fraught with perplexities as to what we can and cannot do to keep our plants going; credits and collections, which promise in the near future to engage our most serious thought; and various other matters of general interest.

St. Louis has the advantage of central location, consequently its drawing power should be greater than that of a city located remotely north, south, east or west. It is a city of high rank among our commercial "hub" cities, and its facilities for the care of large visiting bodies are excellent.

Hotel headquarters will be the Jefferson Hotel, conveniently located. The convention will be held in Moolah Temple, easily reached from the hotel district.

**The Trade Exhibition**

The trade exhibition, as already announced, will be housed in the same building as the convention. A feature of this exhibition this year will be the display of florists' accessories "made in America." As might be supposed, imported goods will play a minor part in the general display, and their place will be filled largely by goods produced at home. Visitors who are interested in bulbs will have an opportunity to bid on the splendid collection forming the exhibit of the Cottage Gardens Co., of Eureka, Cal., which exhibit is to be sold at auction for the benefit of the Red Cross, the proceeds to be turned in as the donation of the S. A. F. and O. H.

**PROGRAM DAY BY DAY.**

This recapitulation of the program proper is intended to make prominent the hours of meetings.

**Tuesday, August 20—First Day**

10.00 a. m.—Meeting Florists Telegraph Delivery Association.

10.30 a. m.—Office of the Ladies' Society of American Florists opened for registration in Convention Hall.

2.00 p. m.—S. A. F. opening session.

8.30 p. m.—President's reception. Voting on amendments to by-laws; and convention city for 1920.

**Wednesday, August 21—Second Day.**

9.00 a. m.—Meeting of the Florists' Hail Association of America.

10.00 a. m.—Annual meeting of the Ladies' Society of American Florists.

10.00 a. m.—Morning session S. A. F.

2.00 p. m.—Afternoon session S. A. F.

**Thursday, August 22—Third Day.**

10.00 a. m.—S. A. F. session. election of officers.

2.00 p. m.—Afternoon session S. A. F.

**First Day—Opening Session—2 p. m.**

Opening exercises in Convention hall. Convention called to order by August H. Hummert, vice-president St. Louis Florists' Club.

Address of welcome by L. Jules Bourdet, vice-president S. A. F.

Address of welcome by Hon. Henry Kiel, Mayor of St. Louis.

Response, J. Fred Ammann.

President C. H. Totty's address.

Reading minutes of executive board.

Report of the secretary.

Report of the treasurer.

Report of the Washington representative.

Reports of state vice-presidents.

Reports of standing committees.

Reports of special committees.



JOHN YOUNG

Secretary, Society of American Florists

Discussion of amendments to be voted on at evening session.

Miscellaneous business.

Judging of trade exhibits.

Consideration of place of meeting for 1920.

**First Day—Evening Session—8.30 p. m.**

**President's Reception**—The reception will be held in the Jefferson hotel. President Totty wishes it to be distinctly understood that the reception will be informal and that the most comfortable clothing will be the most appropriate for wear.

Amendments to constitution and by-laws to be voted upon.

To amend the portion of Article II, Section 2 (b), Elections and Appointments, reading:

"Clubs, societies or kindred organizations of professional florists, gardeners and horticulturists, having paid-up membership of 100 or more members in the S. A. F. and O. H. shall be entitled to one representative on the board of directors. Such representative shall be the president of such organization and must be a member of this society. Any elective officer or appointed director shall not be eligible as a repre-



representative of such organization. When the president of any such organization is already a director, the vice president shall be eligible for the office."

By inserting after the sentence "Such representative shall be the president of such organization and must be a member of this society," the following sentence:

Should the president of such organization be or become unable to serve as its representative, through sickness, or for any other reason which is acceptable to the president of the society, then the vice-president shall act in his place and stead during the period of such inability.

And at the end of paragraph (b) of the same section, adding: "The chairman of the Publicity Committee, the Publicity Finance Committee, and the National Flower Show Committee, respectively, shall act and serve as directors for and during their terms of office as the same appear upon the records of the society; but if any chairman shall be already a director, then the committee of which he is a chairman shall have no further or separate representation upon the board.

To amend Article VI, Plant Registration:

"A registration book shall be kept by the secretary, in which shall be inscribed names and descriptions of new plants, as furnished by the owners thereof, under the rules of the society. Names so inscribed shall be recognized, officially, as the proper and permanent titles, respectively, of the varieties as registered and this society shall do all in its power to prevent the subsequent application of any name thus registered to any other plant in the same special class, or the distribution of plants so recorded, under any title other than the one thus given it.

"On receipt of application for registration it shall be the duty of the secretary to give public notice thereof, and if, after the lapse of three weeks from date of said application, no protest shall have been filed with the secretary, due announcement of registration shall then be made; but when there exists a permanent committee or affiliating society especially devoted to the interest of any distinct class of plants or flowers, the secretary shall, on receipt of application for registration of a plant belonging in such class, refer such application to the duly constituted authorities of such committee or society, in lieu of public notice, and, upon the return of said application regularly approved by such authorities, shall make public announcement accordingly. Failure to return such application to the secretary within a period of three weeks shall be construed as approval and announcement made accordingly.

"Any protest under the above provisions shall be referred to a committee of three especially appointed by the president of the S. A. F. for this purpose. The committee shall act promptly, and their decision shall be accepted as final."

By striking out the first two paragraphs and substituting:

"Any member originating or acquiring a plant which is believed to be new to commerce, or which embodies a varietal difference sufficient to make it distinctive and separate from any existing variety, may register the same with the society both as to description and name, provided such plant is not covered by any society or organization devoted to the interest of its species, in which case any application for registration, will be referred to such society or organization. The secretary shall, on receipt of an application for registration, and a description of the plant, with the name proposed for it, give public notice of such application in the trade papers; and if, after the lapse of three weeks from the date of such application no protest shall have been filed with the secretary, he shall issue a preliminary certificate of registration, conformation of which, by final certificate, can only follow after such plant, or flowers from the same, has been exhibited at a meeting or exhibition held by any organized florist club or horticultural body, when the exhibit shall be judged by a special committee appointed by the president of the society; 10 days' notice of such exhibition having previously been given to the secretary. Any plant for which registration is sought must show an improvement over existing varieties; a mere varietal difference is not to be considered sufficient to entitle the exhibitor to a final certificate."

The following recommendation of the board of directors is to be voted upon:

"That an appropriation of \$250 be made to the use of the committee on school gardens."

Balloting for meeting place for 1920.  
Polls open from 8.30 p. m. to 9.30 p. m.

**Wednesday, August 21—Second Day—  
Morning Session—10.30 a. m.**

Nominations of officers for 1919.  
Report of committee on president's address.

Report of committee on national credits and collections bureau. By R. C. Kerr, chairman.

Discussion.  
Address, "National Credits and Collections." By F. S. Webb, Chicago.

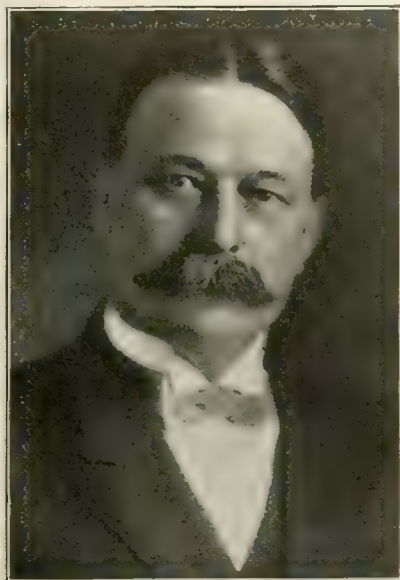
Discussion.  
**Afternoon Session—2.00 p. m.**

Report of committee on publicity.  
By Henry Penn, chairman.

Discussion.  
Address, "Publicity." By Major P. F. O'Keefe, Boston, Mass.

**Thursday, August 22—Third Day—  
Morning Session—10.00 a. m.**

Election of officers for 1919.  
Polls open from 10.00 a. m. to 11.00



WILLIAM F. GUDE

Washington Representative and Chairman of Tariff and Legislative Committee.

a. m. or until all in line have voted.

Voting will be done under the new system. There will be four voting places, "A" to "D" inclusive—"E" to "K" inclusive—"L" to "R" inclusive—"S" to "Z" inclusive. Please vote promptly.

Report of judges of trade exhibition.  
Discussion. "Present-day Cost of Production." The discussion will be opened by President Totty.

Question box.  
Deferred business.

**Afternoon Session—2.00 p. m.**

Address, "The Coal Conservation Order as it Applies to Florists," by a United States fuel administration representative.

4.00 p. m. Report of committee on convention garden. By Theodore Wirth, chairman.

Report of National Flower Show Committee. By George Asmus, chairman.  
Discussion.

## Special Meetings

### FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

**First Day—Tuesday, August 20**  
10.00 a. m. Meeting of the Florists' Telegraph Delivery Association in convention hall, Moolah Temple.

### LADIES' SOCIETY OF AMERICAN FLORISTS.

**Tuesday, August 20—First Day.**  
The headquarters of Secretary Mrs. Albert M. Herr will be located near S. A. F. Secretary Young's office in Moolah Temple, and will be open from 10.30 a. m. until 4.00 p. m. for the purpose of registration and payment of dues.

### FLORISTS' HAIL ASSOCIATION OF AMERICA

**Wednesday, August 21—Second Day—  
9.00 a. m.**

Annual meeting, Florists' Hail Association of America.

The American Carnation Society and the American Rose Society will not hold special meetings during the period of the convention.

### THE PUBLICITY CAMPAIGN

The Chairman of the Publicity Finance Committee arranged with the Secretary to make a two days visit to Chicago last week, for the purpose of making a canvass of the district in the interest of the Campaign Fund. The visit, necessarily, could not be extended beyond the stipulated time, as the Secretary was obliged to return to St. Louis on the Saturday evening, convention matters there requiring his attention, consequently it was only possible to call upon a few outside of the wholesale district. As will be seen from the list of subscriptions, the wholesale florists freely subscribed. These subscriptions form an important addition to the list of subscriptions from Chicago already reported. The Secretary was also assisted in his canvass by Charles L. Washburn, of Bassett & Washburn, Paul Klingsporn, State vice-president for Illinois north, and Frederick Lautenschlager, chairman of the Ill. Publicity Com. and president of the Chicago Florists' Club, who generously devoted their time to the work.

Our campaign fund lacks now about \$7,500 of the amount which we started out to raise—\$50,000. Among the thousands of florists who have not yet subscribed the required amount should be raised in a day or two—at any rate, prior to the convention.

The trade papers, all of them, are kind enough to give space to our weekly reports of the work being done by our publicity committees, therefore it would be hard to believe that there can be any florist in the land who is not familiar with our campaign, with its objects, and with the benefits already resultant, so far as reported. With the knowledge it has of the effort put forth to make every florist see the



great necessity for a campaign such as ours, our Promotion Bureau is satisfied that anyone who does not know of what we are trying to accomplish never sees a letter carrier, and worse still, never reads a trade paper. Why, then, cannot the few hundred dollars required to complete the fund be immediately forthcoming? That it will be forthcoming eventually there is no doubt whatever, but we want it now, before the convention, so that the committees can report that our object has been attained. We know of several other industries, many of whose aggregate investments are not nearly as great as those in our own trade, who have created for a similar purpose far larger funds than the florists are asked to create, and are enjoying the benefit which they were positive would result.

Do you want to have the public believe that flowers in their homes are not essential, or that their purchase for any purpose is an extravagance in war times? Do you want to see the use of your products cut out at functions where they have always played a conspicuous part? Do you want to see them denied admission to hospitals and other places where their cheering influence is beyond dispute? Of course, you do not. Then subscribe to this fund, because it will be expended in a country-wide effort to prevent these very conditions, and without this effort the future of our business would be dark indeed. So impressed are some of our subscribers with the value of our work that they are increasing their subscriptions. So why hold back, Mr. Nonsubscriber? The campaign is as much in your interests as in those of anyone else in the trade, and your returns are absolutely sure.

Annually for Four Years: Otto Sunder, St. Louis, Mo., \$10; J. W. Goern, St. Louis, Mo., \$10; Fred H. Weber, St. Louis, Mo., \$25; Thos. C. Carr, St. Louis, Mo., \$25; St. Louis Seed Co., St. Louis, Mo., \$25; Sunny Slope Seed Farm, Independence, Mo., \$5; Frounhold's Flower Shop, Kansas City, Mo., \$15; Chas. C. Thomas, Kansas City, Mo., \$5; Joseph Witko, St. Louis, Mo., \$25; Ed. A. Humfeld, Kansas City, Mo., \$10; Ostertag Bros., St. Louis, Mo., \$5; The Blossom Shop, St. Louis, Mo., \$5; Mrs. T. L. Diemer, St. Louis, Mo., \$5; Mrs. Ida Brunica, St. Louis, Mo., \$25; W. W. Stertzing, St. Louis, Mo., \$5; John Held, St. Louis, Mo., \$5; A. J. Beutzen, St. Louis, Mo., \$25; Mullanphy Florists, St. Louis, Mo., \$25; Albert Senger, St. Louis, Mo., \$20; The Rosery, St. Louis, Mo., \$5; Pieper Floral Co., St. Louis, Mo., \$5; W. J. Wright St. Louis, Mo., \$5; The Chicago Floral Growers' Association, Chicago, Ill., \$50; J. A. Budlong, Chicago, Ill., \$50; Kyle & Foerster, Chicago, Ill., \$50; J. A. Peterson, Cincinnati, Ohio, \$25; A. T. Pyfer & Co., Chicago, Ill., \$25; Hoerber Bros. Co., Chicago, Ill., \$25; Percy Jones, Inc., Chicago, Ill., \$25; Zech & Mann, Chicago, Ill., \$25; Erne & Co., Chicago, Ill., \$25; John Kruchten Co., Chicago, Ill., \$25; A. L. Vaughan & Co., Chicago, Ill., \$25; G. M. Reburn & Co., Chicago, Ill., \$25; Batavia Greenhouse Co., Chicago, Ill., \$25; Edward Clody, Chicago, Ill., \$25; E. F. Winterson, Chicago, Ill., \$25; W. J. LaGrotta, Chicago, Ill., \$25; Chas. W. McKellar, Chicago, Ill., \$20; O. A. & L. A. Tonner, Chicago, Ill., \$15; Chas. H. Zapfe, Chicago, Ill., \$12; Grossberg, Tyler, Finnerman Co., Chicago, Ill., \$10; The Jackson Flower Shop, Chicago, Ill., \$10; Archie Spencer, Chicago, Ill., \$10; Henry Hilmers, Chicago, Ill., \$10. For One Year—A. L. Randall Co., Chicago, Ill., \$100; Geo. Reinberg, Chicago, Ill., \$25; A. Henderson, Chicago, Ill., \$25; Nick Dahm, Morton Grove, Ill., \$10. Total, \$1,012.00. Previously reported from all sources, \$42,010.25; Grand total, \$43,022.25.

JOHN YOUNG, Secy.

1170 Broadway, New York.

# The B-U-Y Word

Z M  
E A  
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FOR  
QUALITY  
AND  
SERVICE

We are Wholesale  
Florists Doing a Strictly  
Wholesale Business.

Long Distance Phones { Central 3283  
Central 3284  
Automatic 42-965

30 E. Randolph St. - - Chicago

## The Ginger Jar

Elmer Weaver has moved his bee colony from Ronks, Pa., to the vicinity of Hog Island to take advantage of the bee plant which grows wild in that neighborhood. This day's journey shift not only improves the quality of the honey but greatly increases the quantity, so there is a double gain. One wonders to think of a bee paradise along that old swamp of a useless Hog Island which is now busy launching a new ship every two days. President Wilson made a great speech at the launching there on the 5th inst. when he used the one word "Wonderful," which is equivalent to saying "Well, I'll be horn-swoggled," the latter being more in the phraseology of a Chester county farmer like Elmer Weaver. And now the bees come to the swamp like Mahomet going to the mountain to improve the shining hour and help win the war in their own sweet way; which moves us to ask who is the foolish person that said flowers were non-essential? Was it one of the skirts who paraded Chestnut street in furs while the mercury hovered around a hundred? Our Allies have not stopped growing flowers, and they have sent a far larger proportion of their men to the front than we have—and spent a much greater part of their substance. Let us cut out all that foolish talk about non-essentials and stick to san-

ity and common sense. The essentials will take care of themselves. The farmers are raising more wheat, oats and other cereal and root crops just because they are getting better prices. All such things take care of themselves.

GEORGE C. WATSON.

### FORECAST.

By William Rose Benet in the Century Magazine.

This will be way of it.  
You shall have the say of it.  
There will be a garden green  
And a kitchen white and clean.  
There will be some rooms with chintz  
And a few well-chosen prints.  
There will be some chairs as kind  
As are verses to the mind.  
There will be whole shelves of books,  
And a tree for wrens and rooks.  
And for leaves to wink their warning  
Through our window in the morning,  
And the sea somewhere below  
Whispering soft and sad and slow,  
And a road for tinkers' carts  
Traveling from foreign parts.  
I shall have a pipe to smoke  
As I sit beneath our oak.  
And your fingers will be busy  
With the stitch that makes me dizzy,  
And the children will be chubby,  
Just as thin—and just as grubby;  
For it's hard to keep them tubby  
If you wish them as they are.  
And at night we'll see our star—  
Yes, our own peculiar star—  
Burning silver in the heavens  
On a world released from war.  
Yes, I know that's far, so far;  
But that will be the way of it,  
And you shall have the say of it!

Wenham, Mass.—Mr. and Mrs. B. Hammond Tracy received their friends on the twenty-fifth anniversary of their marriage on Friday, the sixteenth of August at Cedar Acres. We wish them twenty-five years more of happy life.

# AUGUST ROLKER & SONS, NEW YORK

51 BARCLAY STREET  
SOLICIT THE ORDERS OF THE TRADE

## Clubs and Societies

### MASSACHUSETTS HORTICULTURAL SOCIETY.

List of the awards made at the Gladiolus and Phlox Exhibition, August 10 and 11.

#### AWARDS FOR FLOWERS.

Gladioli. - Six vases, six varieties, white: 1st, T. M. Proctor; 2nd, S. E. Spencer. Pink: 1st, S. E. Spencer; 2nd, H. E. Meader. Red: 1st, S. E. Spencer; 2nd, H. E. Meader. Yellow: 1st, Jelle Roos. Lavender or mauve: 1st, H. E. Meader. Any other color: 1st, H. E. Meader. Six spikes any Lemoine Hybrid: 1st, C. W. Brown. Cracker Jack; 2nd, H. E. Meader. Baron Hulot. Six spikes, any Primulinus hybrid: 1st, S. E. Spencer. Amy Bell; 2nd, H. E. Meader. Golden Girl. Seedling gladiolus, one spike: 1st, H. E. Meader; 2nd, Miss Fanny Foster. Collection of fifty varieties, named, one spike of each: 1st, H. E. Meader; 2nd, Jelle Roos. Twelve varieties, one spike of each: 1st, H. E. Meader; 2nd, C. W. Brown. Six spikes, crimson, one variety: 1st, H. E. Meader. Purple Glory; 2nd, Jelle Roos. Goliath. Six pink: 1st, H. E. Meader. Panama; 2nd, S. E. Spencer. Panama. Six Red: 1st, H. E. Meader. Red Amaryllis; 2nd, Thomas M. Proctor. Ida Van. Six yellow: 1st, T. M. Proctor. Schwaben 2nd, H. E. Meader. Niagara. Six, any other color: 1st, Thomas Cogger. Miss Helen Franklin; 2nd, H. E. Meader. Prince of Wales.

Silver Medal.—S. E. Spencer, display of gladioli; Boston Cut Flower Co., display of gladioli in baskets and vases; Thomas Cogger, seedling Gladiolus Miss Helen Franklin.

Bronze Medal.—C. W. Brown, display of gladioli; Jelle Roos, display of gladioli. Honorable Mention.—George N. Smith, collection of herbaceous phlox; Hillcrest Farm, Japanese wineberry.

### CHICAGO FLORISTS' CLUB.

The Chicago Florist Club held its regular meeting on Aug. 8th in Karthausers Grove, where the club has been meeting during the summer. Very little business was transacted, the taking in of six new members being the most important item. They are as follows: L. Finerman, 162 N. Wabash avenue; A. Bendig, Fort Scott, Kansas; D. D. Robertson, 4433 Ogden avenue; Sam French, 729 S. Wabash, avenue; A. A. Craig, 120 S. Wabash avenue; Eric Johnson, Lake street and Wabash avenue.

The club adjourned to hear the papers prepared by the wholesalers and members took part in the discussion that followed.

### ST. LOUIS FLORIST CLUB.

A meeting was held Thursday, August 8th, at Jefferson Memorial Building in Florist Park, with fifty members present. The following were elected members: Otto Bluening, Theodore Brown, C. Kuehn Jr., John Barnard, Hiram Nichols and C. N. Wors.

The following officers were elected: August H. Hummert, president; Julius Beneke, vice-president; J. J.

# DRACAENA

In varieties, as Terminalis, Stricta Granda, Lord Wolsley. Nice, well established plants, out of 4 1/2-in.-pots \$9.00 per dozen.

Packing charges, 50c. for each \$10 value.

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Norway Maples, Pyramidal Arbor Vitae, Rhododendrons.

Fruiting size Apples, Pears, Cherries, Quinces, dwarfs and standards. Bay Trees, standard and pyramids.

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**PEONIES** Our assets increase with every sale.

**PHLOX** Send for price list.

GEORGE N. SMITH, Wellesley Hills, Mass.

## A. N. Pierson, Inc.

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### Bedding Plants and Roses

Windler, secretary; W. C. Smith, treasurer, and Alex Luri three years trustee. John Young, secretary S. A. F., gave a very interesting talk on his trip from coast to coast in the interests of the National Publicity Fund and John Morris, manager of the Forest Park Greenhouses, showed the members over the grounds.

### HORTICULTURAL SOCIETY OF NEW YORK.

An exhibition of plants and flowers will be held on Saturday and Sunday, August 24th and 25th, in the Museum Building, New York Botanical Garden, Bronx Park. The premium list is arranged mainly for gladioli. Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, New York Botanical Garden, Bronx Park, N. Y. City.

GEORGE V. NASH, Secy.

### Snow Queen Canna

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for SWASTIKA BRAND CANNAS.

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For Fall Delivery

JOHN LEWIS CHILDS, Inc.  
Flowerfield, L. I., N. Y.

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## MISSOURI BOTANICAL GARDEN

The Missouri Botanical Garden was opened to the public by Mr. Henry Shaw about 1860. From that date to the death of Mr. Shaw, in 1889, the Garden was maintained under the personal direction of its founder, and, while virtually a private garden, it was, except at certain stated times, always open to the public. By a provision of Mr. Shaw's will, the garden passed at his death into the hands of a Board of Trustees. The immediate direction of the Garden is vested in a Director, appointed by the Board of Trustees. The Garden receives no income from the city or state, but is supported entirely from funds left by the founder. Another notable gift of Mr. Shaw is Tower Grove Park (immediately adjoining the Garden on the south) presented to the City of St. Louis in 1867.

Of the one hundred and twenty-five acres included in the Garden, about seventy-five are open to the public. The remaining area, at present given up to pasture land and farming, will in time be incorporated in the Garden proper. The Garden is open to visitors week days from 8.00 a. m. to one-half hour after sunset, Sundays from 2.00



DR. GEORGE T. MOORE  
Director Missouri Botanical Gardens

p. m. until sunset. Admission free.

About 11,000 species of plants are growing in the Garden. The hardy forms, numbering about 5,000, are distributed in the various outdoor collections. The remaining species, approx-

imately 6,000 in number, are mostly tropical and subtropical forms and are displayed in the various conservatories.

**THE PALM HOUSE.**—Contains a Collection of palms embracing 150 species, including such commercially important forms as date, cocoanut, sugar, panama hat, and rattan palms. Other exotic tropical plants of interest are bamboo, traveler's tree, screw pine, oil palm, thatch palm, etc.

**ECONOMIC HOUSE.**—A varied collection of tropical and subtropical plants of special economic importance is housed in this conservatory. In the assortment are plants which produce rubber, oils, perfumes, fiber, spices, drugs, woods, dyes, coffee, tea, pepper, etc., etc.

**CYCAD HOUSE.**—Arranged in Japanese style, this conservatory serves admirably as a display house for the representatives of the thirty-five known species of cycads. Included in the collection are numerous subtropical evergreens—*Araucaria*, *Cupressus*, *Hakea*, *Eucalyptus*, and the well-known Kafir bread and sago palm.

**SUCCULENT HOUSE.**—The arrangement in this house represents desert



View in Floral Display House in Midwinter

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Every year the retail florist who would be successful must add the newest novelties to his stock.

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**WE** manufacture **BASKETS, WIRE DESIGNS** and **NOVELTIES**, and prepare magnolias, cycas and oak leaves in our own factories, so you are assured of getting practical things that your customers will want.

*Visitors are Always Welcome*

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**CITY STORE**

**72-74 E. Randolph St., CHICAGO**

L. D. PHONE, RANDOLPH 35

Send All Orders for Plants to Greenhouses

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L. D. PHONE, MORTON GROVE 31-J  
City Buyers Use ROGERS PARK 684. No Toll from Chicago.

conditions, under which the agaves (century plants), aloes, euphorbias, yuccas, cacti, and other closely related plants grow to perfection.

**FERN HOUSE.**—Upon the banks of a stream which flows through this house are grown numerous species of ferns and their allies.

**FLORAL DISPLAY HOUSE.**—One end of this large conservatory is occupied by a banana dome, while the rest of the house is devoted to a series of floral displays. The most popular of these is the chrysanthemum show in the fall, which is followed by exhibits of poinsettias, bulbous plants, primroses, cyclamens, azaleas, rhododendrons, roses, calceolarias, hydrangeas, gloxinias, tuberous begonias, fancy-leaved caladiums, etc.

**AROID HOUSE.**—Leading down a flight of stairs from the floral display house is an artistically arranged conservatory, accommodating a collection of epiphytes and terrestrial aroid plants. These are grouped around a waterfall and its connecting series of pools, and hanging over the pools are numerous pitcher plants.

**VARIED INDUSTRIES HOUSE.**—This house contains plants of varied economic importance, among which are quinine, rubber plants, the banyan tree, acacia, Chinese jujube, royal poinciana, forest oak, balsa, poison

mulberry, boyoc, etc. The vestibule at the west end is to be used for a display of insectivorous plants.

**BROMELIAD HOUSE.**—The pineapple and its relatives compose the chief display in this house, and Spanish moss, epiphytic upon trees in Florida, is grown abundantly.

**ERICACEOUS HOUSE.**—This cool conservatory houses numerous representatives of the Ericaceae family, such as rhododendrons, azaleas, and ericas.

**WATER GARDENS.**—A formal garden composed of three pools filled with

hybrid water-lilies forms the feature display at the Garden during the summer months. Both night and day bloomers are represented.

**ROSE GARDEN.**—A very attractive garden separated from the water by a shrubbery plantation. The entire garden, except for the north side, is outlined by a border of hawthorns. Several hundred varieties of roses are represented.

**PERENNIAL GARDEN.**—Adjoining the rose garden on the north side, and containing numerous species of the more common herbaceous plants. The central feature of the garden is the



Main Conservatory and Water Garden.



# PURITY FREESIA—IMPROVED

While it is doubtful whether Paper Whites or Dutch Bulbs will arrive this season, The American Bulb Company has provided for an extra quantity of PURITY FREESIA BULBS.

Florists must have white flowers of sweet fragrance for funeral work, for baskets, and for general flower bouquets. FREESIA PURITY can be used and will easily take the place of Paper White Narcissus for the various occasions.

Last year, FREESIA PURITY FLOWERS were used by the exclusive retail stores for the making of brides' bouquets. Our foremost cartoonist, Mr. John T. McCutcheon, of the Chicago Tribune, received favorable comment by the leading Chicago Society Women for his exclusive taste in having his bride's bouquet of FREESIA FLOWERS.

The FREESIA BULBS The American Bulb Company offers here were grown in the open by the finest grower in California.

Start right; avoid buying bulbs that were forced in greenhouses or grown in lath houses.

Prices for well cured bulbs, F. O. B. Chicago are as follows (no charge for packing):

Up to 1/2-inch.....	\$6.00 per 1000
Up to 3/4-inch.....	9.50 per 1000
Large Jumbo Bulbs.....	18.00 per 1000
Mammoth Bulbs, over 3/4 to 1-inch.....	15.00 per 1000

## American Bulb Company

172 North Wabash Avenue Phone Randolph 3316 CHICAGO

Linnean House, in front of which are located pools of the large-leaved *Victoria regia* lilies.

**FORMAL GARDEN.**—This garden is situated in a quadrangle formed by the palm house, the cycad house, the succulent house, and the pergola. During the spring the grounds are devoted to a bulbous or a pansy display, which is later displaced by pattern bedding of tropical foliage plants.

**THE KNOLLS.**—A large tract informally arranged and planted with a varied collection of trees, shrubs, herbaceous perennials, and annuals. A series of pools abound with numerous water-loving plants.

**ECONOMIC GARDEN.**—As the name implies, this garden is devoted to a display of economic plants. Upon the southernmost terrace are grown farm crops, savory herbs, bee plants, and lawn and ornamental grasses. Another terrace is occupied by four back-yard gardens. Various hedges and fruits are included in the third terrace, while the northernmost one contains the medicinal garden. Along the main walk are trained fruit trees, with numerous vines and a flower border at the sides.

**NORTH AMERICAN TRACT.**—A large area devoted to trees and shrubs indigenous to North America and hardy in St. Louis.

**THE ARBORETUM.**—A natural woodland containing native trees.

### DR. W. VAN FLEET

It is with much pleasure that we present the picture of the latest recipient of the Robert White Medal. The award of this high honor for the year 1918 to Dr. Van Fleet has just been announced. Dr. Van Fleet's work in plant hybridization has a world-wide fame and he undoubtedly now stands as the foremost hybridist in America.

His first attempts at methodical hybridization were made with gladi-



DR. W. VAN FLEET.

oli, from instructions which he found in translations from a French gardening journal when but 12 years old. Later, when living in central Pennsylvania, he began cross-breeding gladioli on a considerable scale, as hundreds of varieties and species of this genus could be grown in a small back-yard garden. Probably a quarter million hand-pollinated varieties were grown in the succeeding twenty years, only five of which have ever been named and introduced to general cultivation, the others being disposed of to the trade as mixtures, thus laying the foundation of many successful modern strains.

Becoming greatly interested in breeding the more difficult plants Dr. Van Fleet gave up the profession of

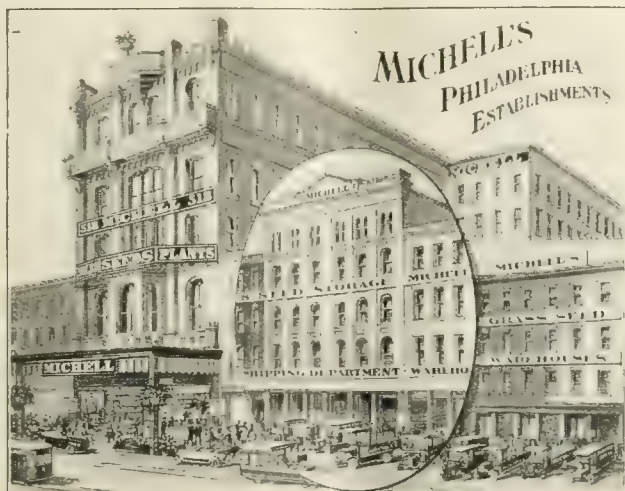
medicine in 1892 and land for experimental purposes was purchased at Little Silver, N. J., where a great variety of crop and ornamental plants, including most garden vegetables, cereals, orchard and small fruits and nut trees, were bred by the hybridization and careful selection of seedlings of all procurable species and varieties, he serving as horticultural editor of the Rural New Yorker during the greater part of the ensuing fifteen years. In 1909 he was appointed Physiologist of the Department of Agriculture at Washington, D. C., in which position he still continues.

His principal horticultural introductions have been Canna Flamingo, 1894, Sugar Corn, Sheffield and Tomato Combination, 1897, Pepper, Upright Salad, 1902, Gladiolus Princeps, 1906, Roses Silver Moon, W. Van Fleet and American Pillar, 1910-12, Lonicera Hendersoni, 1906, and a considerable number of successful hardy roses, strawberries and gooseberries.

Since entering the Department of Agriculture his breeding work is mostly confined to the development of disease-resistant varieties of nut trees, particularly the chestnut, orchard and small fruits, hardy roses and other home-yard ornamentals, using principally the new plant introductions of the Department of Agriculture and of successful Asiatic explorers, especially those discovered by E. H. Wilson of the Arnold Arboretum. This work is perhaps being done on a more thorough scale than has been before attempted, and it is likely that a number of meritorious new hybrids will soon be disseminated by the Department as a result.

**Stratfield, Tenn.**—Private John G. Reck, son of Julius Reck, joined the army last May and was sent to Camp Upton. He has been assigned to a transportation unit at Camp Johnston, Jacksonville, Fla., and writes home that he is awaiting the opportunity to be with the army when it marches on to Berlin.





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Extends a cordial invitation to every florist, seedman, gardener and others to visit their Philadelphia establishment 518 Market Street within one block of Independence Hall and their nurseries at Andalusia, Pa. (16 miles from Philadelphia).

You will find there up-to-date establishments, where a reputation for thoroughness, progressiveness and reliability has made them famous in the horticultural and agricultural world.

Our warehouses at 518 Market Street, 509, 511 and 513 Ludlow Street, and 19, 21, 23 Bank Street, are well stocked. Our nurseries at Andalusia will no doubt interest you. There are over fifty acres devoted to the growing of Hardy Perennials, Cannas, Dahlias, Roses, etc. There you will have an opportunity to see the famous "Oaks of Andalusia," one of which is reputed to be from 800 to 900 years old, and the finest, most perfect white oak in Pennsylvania, if not in the United States.

We anticipate the pleasure of your visit and personal acquaintance.

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## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### A Poor Crop of Peas

Howard M. Earl, who has been on a tour of inspection of growing seed crops for the past six weeks was reported as having arrived at San Francisco, August 7th. Among other interesting items he says: "Don't let anyone 'put it over on you' that culinary peas are a good crop. They are not. It's a wonder we have any peas in sight, as we have had lack of water, extreme heat and last, but not least, an occasional hailstorm. The conditions generally are not at all rosy for a good crop on this item—taking the country over and the growing sections by and large."

#### Vegetable Seed Production Survey.

Total production of vegetable seed with the exception of cabbage, lettuce, salsify, and turnip, will be ample for the needs of the coming year, according to preliminary returns from the seed-production survey of July 1, 1918, and crop reports from important commercial seed growers. In some cases where the condition of crops is not satisfactory increased acreages are expected to bring the total production up to normal, while more than normal production of seed is indicated for some kinds of vegetables. This condition, it is pointed out, does not necessarily mean a large surplus, for it is known that large orders have been placed for certain vegetable seeds by foreign concerns for export to countries in Europe which formerly have been exporters of these seeds to the United States.



An Effective War Time Window Display by Henry A. Dreer, Inc.

#### Timothy and Clover Seed.

Receipts by dealers of timothy seed were indicated to be 85,000,000 pounds less for the year ending July 1, 1918, than for the year ending July 1, 1917, according to the Seed Reporting Service of the Bureau of Markets. However, the carry-over on July 1, 1918, amounted to about 12,000,000 pounds more than that of the year before and 59,000,000 pounds more than that of two years ago. This large carry-over, it is thought, will offset the greatly

reduced acreage cut for seed this year. Incomplete returns from the War Emergency Seed Survey of July 1, 1918, show exports for the 12 months ending on that date have decreased from 12,767,580 pounds to 8,568,241 pounds. The United States has always been the largest exporter of timothy seed and the falling off in exports, it is stated, may be due to difficulties in securing ocean transportation and to a decreased demand in Europe for seed to produce hay crops.

**"Seeds with a Lineage" All Varieties**  
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of Commerce Bldg., Boston, Mass.



Incomplete returns from the survey of stocks and receipts indicate that the stock of clover seed in the hands of dealers on July 1, 1918, is less than one-third of the quantity held by them a year ago. The receipts by dealers for the year ending July 1, 1918, were 24,000,000 pounds less than for the previous year.

#### Bermuda Onion Seed Crop.

Bermuda onion seed has been grown in a small way in Southern California for a number of years, but most of the seed used in this country has been imported from Teneriffe, Canary Islands. The difficulty experienced in the last three years in obtaining seed from Teneriffe because of war conditions has increased the demand for the domestic-grown seed. Some truck growers are said to prefer carefully selected domestic-grown seed, even when the supply of Teneriffe seed is ample.

The growing area, up to the present time, has been rather closely confined to the Coachella Valley, California, and vicinity, but two successive years of unsatisfactory yields have made it seem desirable to extend the acreage to other suitable onion growing sections.

One of the pioneer growers of Bermuda onion seed planted his first crop in 1904 and harvested an unusually large yield of seed per acre. Satisfactory crops were reported for the following eleven years, which led some of the growers to consider 1,000 pounds per acre as a normal yield. In 1917 the yield per acre dropped to 175 pounds. Thrips and "burn" are reported to be the cause of most of the damage to the crop both this year and in 1917.

The reported acreage for 1917 is approximately 90 acres and for 1918 140 acres. Growers estimate the 1918 yield of Bermuda onion seed to be 20,000 pounds, 2,000 pounds of which, it is thought, will be Crystal White Wax and 18,000 Yellow Bermuda. It is expected that actual production figures will be available for a later issue of the Seed Reporter.

Some growers state that there will be a shortage of bulbs in the seed-growing area in California this year for planting the coming crop and estimate that if all available bulbs were planted, the acreage planted for 1919 would be considerably less than the 1918 acreage. The difficulty experienced in getting a satisfactory supply of labor will also be another factor in cutting down the 1919 acreage, it is thought.

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They are unsurpassed in size of bloom, color, and substance.

The plants, from which this seed is produced, are selected only from those of superior bloom and foliage.

The germination of the seed we are offering grows 99%.

We only have a limited quantity to offer, and when sold will be obliged to refuse further orders.

	100 SLS	1000 SLS		100 SLS	1000 SLS
Giant Salmon Rose...	\$2.00	\$15.00	Giant Fringed Rose...	\$3.00	\$25.00
Giant Dark Rose ...	2.00	15.00	Giant Fringed White		
Giant Rose .....	2.00	15.00	with red eye.....	3.00	25.00
Giant Dark Red ....	2.00	15.00	Giant Fringed White		
Giant Light Red....	2.00	15.00	(Rococo) .....	3.00	25.00
Giant White with red			Giant Fringed Mixed.	2.50	20.00
eve .....	2.00	15.00			

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" 9-12 ft.,	400	8.50

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" " pink...	.25	1.25	10.00
" " lavender	.25	1.25	10.00
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Bermuda Buttercup, yellow	.25	1.40	12.00

### PURITY FREESIA BULBS (True)

	Doz.	100	1000
First size.....	\$0.20	\$1.25	\$10.00
Mammoth .....	.25	1.75	15.00
Monster .....	.45	2.75	25.00
Jumbo .....	.60	4.00	35.00

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Asparagus Sprengeri—1000 Seeds, \$1.00.  
Salvia Bonfire— $\frac{1}{8}$  oz., 50c.; 1 oz., \$2.00.  
Salvia Zurich— $\frac{1}{8}$  oz., 75c.; 1 oz., \$4.00.  
Stocks Beauty of Nice, 75% Double Flowers  
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—Tr. Pkt., \$1.00;  $\frac{1}{4}$  oz., \$2.00; 1 oz., \$5.00.  
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7/9 (300 per case)....	\$60.00	per thousand
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9/10 (200 per case)....	100.00	" "

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Giant White, Giant Yellow, Giant Red, 1-4 oz. 50c

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Orange King, Lemon Queen, per oz. 40c

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White, Pink, Light Blue, Dark Blue, 1-8 oz. 85c

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up-to-date patterns. Also the same in Exclusive Ribbons and other florists' supplies. This is a good time to make your arrangements for the new season now approaching. Drop us a line and our representative will call

*Those attending the Convention at St. Louis are cordially invited to inspect our exhibit there and get an idea of the line of goods we handle*



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EXCLUSIVE FLORISTS RIBBONS AND SUPPLIES

**AMERICAN GLADIOLUS SOCIETY.**  
Report of the Secretary, Buffalo, August 14-17.

This is the ninth annual meeting of the American Gladiolus Society and it is our hope that it will be productive of plans and measures for making the tenth year the most effective in results of any year in the history of the society. Let us one and all lend our efforts in making the coming year yield great results in the advancement of the gladiolus. If we look back over the past ten years we can see the very considerable advance that has been made. There is a greater work for this society to do. We should do all we can to stimulate interest in the Gladiolus Society by offering our medals and certificates to the local shows. The question is sometimes raised whether it is desirable to offer the medals without restrictions as is the case at present. If a local society could affiliate in some way with our society, it should be helpful to both. We might also offer our medals through such state fairs as have a worthy flower exhibit. It would seem as if no award should be made unless the winning exhibitors are members of our society.

Supplying the "Flower Grower" to the members appears to meet the very apparent need of an official organ for the society. No doubt it can serve a very useful purpose in keeping in touch with our members. To accomplish this purpose, the advisability of having a column in the Flower Grower for the publication of items of

special interest to the members is something that may appeal to you.

If the society had the financial support, it could do many things not possible to carry out now. A complete catalogue of all varieties with name of originator, introducer, year of introduction with a brief, clear-cut description would be very useful to our members. This is a work for the future.

The last annual meeting took action toward the appointment of a publicity committee. J. J. Lane, who became chairman of this committee, conducted an active campaign for new members. Although operations were not started until too late to get much publicity for the society, through the catalogue circulation of the commercial growers and notwithstanding war conditions, we have received 165 new members. Several of these are in Canada, New Zealand and Australia. The late secretary reported 10 new members last year. When I took over the secretary's office I found 83 paid members on the roll. Since that time 16 old members have paid up. Some of those living abroad have paid two years dues. The total membership at present is 264. This is a very substantial gain, but it would seem that we ought to be able to have a society of at least 500 members and I have faith to believe that when the war ends it will be possible to build up the membership to that number. The credit for the increase in new members is largely due to the excellent work of the president, Mr. Kunderd, Mr. Lane and Mr. Cooper, editor of

the Flower Grower. The society certainly owes them a debt of gratitude for their good work which brought such results in these difficult times. The fact that the society makes a return to its members by sending them the Flower Grower has been a material aid I am sure.

The American Gladiolus Society sustained a severe loss in the death of its secretary, Henry Youell, who had been an officer in the society from its inception. His extensive knowledge of the gladiolus gained during a lifetime made him an invaluable member in the councils of the society.

Another veteran in the gladiolus world, Matthew Crawford, passed away during the year. As a writer on horticultural subjects as well as the pioneer grower of gladioli, he was favorably and widely known. These men did much to advance the interest in the gladiolus as a garden flower and as a florists' cut flower. Their passing leaves it to us to "carry on."

The members of the American Gladiolus Society owe it to themselves as well as to the society to rally against the foolish sentiment found in some quarters that flowers have no place in our lives during war time. We are organized to promote the interests of a flower suitable to every home garden where it can send out its message of peace and hope and even joy to anxious hearts that long for loved ones far from the home scenes. Let us then, while doing our part in this struggle, seek the consolation and the joys of growing flowers.

*March On! March On! March On!*

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Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Boston—Julius A. Zinn, 4 Park St.

Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knable Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Feters Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New Boston Rd. and 36 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017 Grand Ave.

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Deliveries to Steamers and all Eastern Ports

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Complete Stock. Regular discount to Trade.  
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Flowers of Every Kind in Season

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5523 Euclid Ave.  
Will take good care of your orders  
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ANDERSON service means fresh, sturdy  
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St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.  
St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

## Visitors' Register

Cincinnati—W. S. Bell, Oakland, Md.  
Boston—Maurice Fuld, New York  
City.  
Rochester, N. Y.—R. E. Blackshaw,  
Ovre Gnat Co., La Porte, Ind.; L. J.  
Bryant, Newark, N. Y.; H. J. Ander-  
son, Cromwell, Conn.

Philadelphia—W. C. Lawrence, Au-  
gusta, Ga.; S. Rosnosky, Vaughan's  
Seed Store, Chicago, Ill.; Elmer J.  
Weaver, Ronks, Pa.

Darien, Conn.—Conrad Wegner, a  
florist, lost his suit against the Town  
of Darien to recover damages for al-  
leged damage to his greenhouse prop-  
erty. Wegner alleged that by reason  
of a drainage system installed by the  
town his property was flooded and his  
flowers destroyed. The court found  
the town installed the drainage sys-  
tem properly.

**H. F. A. LANGE**  
WORCESTER, MASS.  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
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And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
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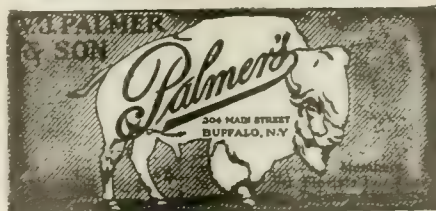
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Orders for the TWIN CITIES and for all  
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From Henry M. Robinson & Co.**

*For Safety Place Your Orders With Us*

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## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Aug. 15		ST. LOUIS Aug. 12		PHILA. Aug. 12	
Roses						
Am Beauty, Special	12.00	to 16.00	30.00	to 40.00	.....	to .....
" " Fancy and Extra	8.00	to 10.00	25.00	to 30.00	20.00	to 25.00
" " No. 1 and culls	2.00	to 6.00	6.00	to 10.00	12.00	to .....
Russell	.....	to .....	3.00	to 15.00	6.00	to 15.00
Hadley	3.00	to 10.00	2.00	to 5.00	4.00	to 10.00
Euler Mock	.....	to .....	.....	to .....	4.00	to 8.00
Arenberg, Hoosier Beauty	1.50	to 8.00	2.00	to 5.00	.....	to .....
Ward, Hillingdon	1.50	to 6.00	.....	to .....	2.00	to 4.00
Killarney, Key, Taft	1.00	to 8.00	.....	to .....	2.00	to 6.00
Ophelia, Sunburst	3.00	to 12.00	3.00	to 6.00	4.00	to 8.00
Carnations	.....	to .....	2.00	to 3.00	.....	to .....
Cattleyas	.....	to .....	.....	to .....	40.00	to 75.00
Lilies, Longiflorum	4.00	to 8.00	.....	to .....	10.00	to 12.00
Lilies, Speciosum	3.00	to 6.00	.....	to 2.50	5.00	to 10.00
Lily of the Valley	8.00	to 12.00	.....	to 6.00	.....	to .....
Snappdragon	.....	to .....	.....	to .....	.....	to .....
Gladioli	.50	to 3.00	2.00	to 4.00	1.00	to 4.00
Asters	.50	to 1.00	2.00	to 4.00	1.00	to 3.00
Dahlias	.....	to .....	.....	to .....	1.00	to 3.00
Calendula	.....	to .....	.....	to .....	.....	to .....
Sweet Peas	.....	to .....	.....	to .....	.....	to .....
Gardenias	.....	to .....	.....	to .....	.....	to .....
Adiantum	.75	to 1.00	.....	to 1.00	1.00	to .....
Smilax	.....	to .....	.....	to 12.50	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 35.00	50.00	to .....

## WILLIAM F. KASTING Co.

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568-570 WASHINGTON STREET - BUFFALO, N. Y.

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184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
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GROWER of

**CUT FLOWERS**

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Simple methods of correct accounting  
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## Boston Floral Supply Co.

347-357 Cambridge St., Boston  
Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
ceived one.

## Flower Market Reports

Weather conditions have **BOSTON** had quite an effect on the market this week shortening up stock with a natural rise in prices but with very little demand for flowers of any description. Roses have been scarce while gladioli and asters glut the market. Sweet peas have been cleaned out owing to the prevailing conditions. Lily of the valley as well as Easter lilies have shortened up but outdoor lilies are more or less plentiful and only serve to swell the amount carried over each day.

Its grip is gradually be- **CHICAGO** ing broken and summer trade is fast slipping away. It is very encouraging to know that business has held on so long for the dull season must necessarily be short. Intense heat has had its effect on all kinds of cut flowers and all have alike suffered. The supply of roses has shortened up till there is need of all that are coming in to fill the demand, even though limited. Chrysanthemums have been burned the past week, but still there are some good ones. Asters are only fair in quality but there are plenty of them.

Business is fair but **CINCINNATI** the supply is in excess of actual wants. Roses are fairly plentiful and some of them are of an excellent quality. Gladioli are extremely plentiful. Lilies are in a good supply. Aster receipts are very low owing to the lateness of the late crop. Other offerings are carnations, hardy hydrangea and a few water lilies.

There has been a considerable falling off **NEW YORK** in the supply of roses this week and this helps the situation in as much as the limited demand can just about take care of what is received. The two best roses are Key and Columbia. Beauties are arriving in moderate number but flowers are small. White lilies are plentiful and not moving freely. A few very fine asters are coming along but the bulk of this stock is small and undesirable. There is no let up to the gladioli and on other outdoor flowers, there are more than can be sold. Orchids are still on the light side.

The most notable **PHILADELPHIA** feature about the market this week is the advent of American Beauty after an extended vacation. Not many and not up to grade but welcome for all that—and they bring good money, all things considered. Other roses continue in fair supply and go fairly well at moderate prices. Carnations are done for the present. The aster has it all to itself. There are lots of gladioli and of very good quality. The lily market is well represented by fine supplies of longiflorum, speciosum and auratum—all excellent and selling well. Orchids are on the scarce side again. Hydrangea heads are very



# ASTERS

In all lengths, assorted colors, same medium quality and same extra good quality at \$1.00, \$2.00, \$3.00 and the choicest stock at \$4.00 per 100.

*Everything in Cut Flowers,  
Plants, Greens, Ribbons  
and Supplies*

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The Wholesale Florists of Philadelphia

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117 W. 28th St.

**PHILADELPHIA**  
1608-1620 Ludlow St.

**BALTIMORE**  
Franklin & St. Paul Sts.

WASHINGTON, 1216 H. St., N. W.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	<b>CINCINNATI</b> Aug. 12		<b>CHICAGO</b> Aug. 12		<b>BUFFALO</b> Aug. 12		<b>PITTSBURG</b> Aug. 12	
<b>Roses</b>								
Am. Beauty, Special	25.00	to 35.00	30.00	to 50.00	40.00	to 30.00	15.00	to 20.00
" " Fancy and Extra	15.00	to 20.00	20.00	to 30.00	10.00	to 20.00	10.00	to 12.00
" " No. 1 and culls	6.00	to 10.00	8.00	to 10.00	2.00	to 6.00	2.00	to 8.00
Russell	6.00	to 12.00	.....	to .....	3.00	to 6.00	4.00	to 10.00
Hadley	6.00	to 12.00	.....	to .....	3.00	to 6.00	.....	to .....
Euler, Mock	6.00	to 12.00	.....	to .....	3.00	to 6.00	4.00	to 10.00
Arenberg, Hoosier Beauty	5.00	to 8.00	3.00	to 10.00	3.00	to 8.00	.....	to .....
Ward, Hillingdon	4.00	to 6.00	3.00	to 10.00	2.00	to 3.00	2.00	to 8.00
Killarney, Key, Taft	3.00	to 6.00	2.00	to 8.00	2.00	to 4.00	4.00	to 10.00
Ophelia, Sunburst	4.00	to 8.00	2.00	to 10.00	2.00	to 6.00	4.00	to 10.00
<b>Carnations</b>	.....	to 2.00	1.00	to 3.00	1.00	to 2.00	.....	to 2.00
Cattleyas	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00	.....	to 75.00
Lilies, Longiflorum	10.00	to 12.50	10.00	to 15.00	8.00	to 10.00	10.00	to 12.00
Lilies, Speciosum	.....	to .....	.....	to .....	3.00	to 5.00	.....	to .....
Lily of the Valley	.....	to 6.00	1.00	to 6.00	6.00	to 8.00	.....	to .....
Snopdragon	.....	to .....	.....	to .....	.....	to .....	.....	to .....
Gladioli	3.00	to 6.00	2.00	to 6.00	3.00	to 5.00	2.00	to 4.00
Asters	1.00	to 3.00	.50	to 4.00	.50	to 2.00	1.00	to 5.00
Dahlias	2.00	to 3.00	.....	to .....	.....	to .....	.....	to .....
Calendula	.....	to .....	2.00	to 3.00	.....	to .....	.....	to .....
Sweet Peas	.25	to .35	.40	to 1.00	.25	to .40	.....	to .....
Gardenias	.....	to .....	.....	to .....	.....	to .....	.....	to .....
Adiantum	.....	to 1.00	1.00	to 1.50	.50	to 1.25	.75	to 1.25
Smilax	15.00	to 20.00	.....	to .....	15.00	to 20.00	10.00	to 20.00
Asparagus Plu. & Spre. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 60.00

plentiful and they come in very handy for many purposes.

Business has been **PITTSBURGH** slow for the wholesalers, who report both the stock and the demand poor. There are too many roses, including American Beauties. Asters are coming in in large quantities but of poor quality. Gladioli have been the best sellers and the stock has so far been very good.

Rather more **ROCHESTER, N. Y.** activity has been noticed during the past week. Out-door stock had become somewhat scorched and

less salable and a good downpour last Thursday came only just in time to save the gladioli crop. They are much in demand now and sell well. The supply of roses is fairly large, but the quality quite poor. Asters are in large supply. The poorer sweet peas are plentiful. The quality of carnations is very poor.

Market conditions have **ST. LOUIS** been influenced greatly by the extreme hot weather. Roses are becoming plentiful and carnations are arriving more freely with large consignments of gladioli. Some fine fancy asters are seen.



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### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Aug. 10 1918		First Part of Week beginning Aug. 12 1918	
American Beauty, Special .....	8.00	to 20.00	8.00	to 20.00
" " Fancy and Extra .....	3.00	to 8.00	3.00	to 8.00
" " No. 1 and culls. ....	.50	to 3.00	.50	to 3.00
Russell, .....	.50	to 8.00	.50	to 8.00
Hadley, .....	.50	to 6.00	.50	to 6.00
Euler, Mock, .....	.50	to 6.00	.50	to 8.00
Arenberg, Hoosier Beauty .....	.25	to 3.00	.25	to 4.00
Ward, Hillingdon .....	.35	to 3.00	.25	to 3.00
Killarney, Key, Taft .....	.25	to 12.00	.25	to 12.00
Ophelia, Sunburst .....	.35	to 5.00	.35	to 6.00
Carnations .....	.50	to 1.00	.50	to 1.00

**WE WANT MORE SHIPPERS**  
We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.  
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**UNITED CUT FLOWER CO. Inc.**  
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D. J. Pappas, Pres.

**REED & KELLER**  
122 West 25th St., New York  
**Florists' Supplies**  
We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**H. BAYERSDORFER & CO.**  
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THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**A Card This Size**  
Costs only 90c. per Week  
on Yearly Order  
It would keep your name and your  
specialty before the whole trade.  
A half-inch card costs only 45c. per  
week on yearly order.

**Wired Toothpicks**  
Manufactured by  
**W. J. COWEE, Berlin, N. Y.**  
10,000...\$2.00 50,000...\$8.75 Sample free.  
For sale by dealers.

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## WHO! WHO! WHO!

# The Chicago Flower Growers' Ass'n

Prove it by sending your next order to us

## 182 N. Wabash Avenue, CHICAGO

### PROFITABLE PRICES FOR THE GROWER.

By Paul Klingsporn, Secretary of the Chicago Flower Growers' Association.

This is a subject which needs no introduction as it has been discussed more or less thoroughly since the incipency of the florist business. However, up to the present time, it has not turned out to be a 100 per cent proposition from the grower's viewpoint.

The following suggestions are submitted for general consideration.

#### FIRST:—THE PRODUCTION OF A GOOD AVERAGE QUALITY OF FLOWERS.

We all know that some growers produce much finer quality than others, and consequently should receive better returns for the stock sent to the market.

Poor stock is unprofitable at all times for the grower and the middle man who handles the goods to sell to the retail trade.

#### SECOND:—GET THE PROPER MARKET VALUE FOR THE STOCK.

This would be easy of accomplishment if the wholesaler and salesman were more thoroughly posted on the original cost of the stock, the grower's overhead expense, and the prevailing market conditions.

Such knowledge is essential to insure the grower a fair profit on his investment and labor.

The average retail buyer aims to secure his stock as cheaply as possible, after accomplishing his purpose by setting his own price, and in a good many instances overruling that of the salesman.

A more general knowledge among salesmen of the growers problem, would lead to better judgment in selling,—in compromising,—and in holding the price in accordance with market conditions.

It is well for the retailer to stop and consider that unless the grower realizes a profitable return for his flowers he may discontinue growing

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**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

TELEPHONES  
Farragut 167 and 3055

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Aug. 10 1918		First Part of Week beginning Aug. 12 1918	
Cattleyas.....	25.00	to 75.00	25.00	to 75.00
Lilies, Longiflorum.....	3.00	to 6.00	3.00	to 6.00
Lilies, Speciosum.....	2.00	to 4.00	2.00	to 3.00
Lily of the Valley.....	2.00	to 6.00	2.00	to 6.00
Snappedragon.....		to .....		to .....
Gladioli.....	.50	to 2.00	.50	to 2.00
Asters.....	.10	to 2.00	.10	to 2.00
Dahlias.....	.50	to 1.00	.50	to 2.00
Calendula.....		to .....		to .....
Sweet Peas.....		to .....		to .....
Grdenias.....	.10	to .25	.10	to .25
Adiantum.....		to .....		to .....
Smilax.....	6.00	to 8.00	6.00	to 8.00
Asparagus Plumosus, & Spreng (100 bunches).....	10.00	to 15.00	8.00	to 12.00

them, and perhaps turn his attentions to the production of vegetables.

Such has been the case in many instances with the past year, and furtherance of the same would not be conducive to the trade in general.

What will the retailers do if this should occur?

Is it not well to weigh this prob-

lem carefully, and stop the tendency to hammer down prices to the point while the retailer realizes an abnormal profit, and the producer suffers a loss?

Never overlook the fact that one needs the other, and that neither should have all the profit—it should be fairly divided.

## Cut Flowers for All Seasons

Ample Supplies of all staples in Cut Flowers

ROSES

ASTERS

LILIES

GLADIOLI

VALLEY

DAHLIAS

EVERYTHING IN SEASONABLE GREENS

LONG EXPERIENCE

CAREFUL, CONSCIENTIOUS SERVICE

## BERGER BROS.

1225 Race  
Street

WHOLESALE  
FLORISTS

Philadelphia, Pa.



## LOCAL AND GENERAL NEWS

### BOSTON.

Gladiolus lovers were given quite a treat this week at Thomas F. Galvin's, Park street store, where Maurice Fuld of New York held an exhibition of blooms that reflected great credit on both exhibitor and grower.

A wind, hail and rainstorm of tornado proportions swept over an area approximating five miles in width, and extending from the vicinity of Lexington, Billerica and Lowell, in a southeasterly direction as far as Weymouth, early last Wednesday evening. Hundreds of thousands of dollars' worth of property damage was done in Lexington, Arlington, Somerville, Cambridge, a section of Boston proper, South Boston, and in Weymouth and other South Shore towns, before the storm spent itself at sea. The visitation was very brief, the disturbance varying from seven or eight minutes in Boston to a half hour in the sections north and northeast of the city. But while it lasted it was a terrifying spectacle, and gardens, shade and fruit trees and even giant landmarks were uprooted or leveled in a twinkling. Large trees on the Common and Public Garden were laid low, and in other streets of the Back Bay similar damage was done. War gardens, representing priceless hours of labor and pride, were ruined by the gale that laid low standing crops and the piercing hailstones that rent tender vines to shreds. Monster truck farms in the market garden districts of Lexington, Reading, Arlington and adjoining suburbs were practically destroyed. Great hothouses were broken and laid waste, in some instances the havoc embracing acres upon acres.

### PITTSBURGH.

While business is dull the florists and gardeners are festive. Last Wednesday about 150 florists and their families held a basket picnic at Walnut Beach, Sewickley. There were games, dancing, swimming and various other athletic sports for which prizes of thrift stamps, etc., were given. The affair was given under the auspices of the Florists' and Gardeners' Retail Association of Western Penna., and was managed by Messrs. D. Wessenaer, E. J. McCallum and G. W. Marshall.

Fame of Mrs. E. A. Williams' patriotic War Savings Stamps window has traveled to Washington. H. C. Sheaff, secretary for Mrs. Williams, conceived the idea. Mrs. Williams was commissioned by Secretary McAdoo and last month the individual sales amounted to over \$2,500. Mr. Sheaff has been enjoying a vacation in the mountains. Charles Ulmer, who has been in one of the training camps, leaves soon for France.

### CHICAGO.

John Enders, foreman of the shipping department of Poehlmann Bros. Co., as well as each member of his family, received a letter from his son Clarence, who is making good in France. Though only 19, Clarence enlisted as soon as our country declared war, and has won the confidence of his superior officers till he has been assigned the important position of selecting and purchasing horses for the army.

P. J. Foley, president of the Foley Greenhouse Manufacturing Co., calls attention to a report that R. C. Kerr Co., of Houston, Texas, is contemplating the building of a range of 14 houses. They did so contemplate a year ago; not only that, but they built them, the Foley Greenhouse Manufacturing Co. furnishing the material, and now those same houses are producing roses for the R. C. Kerr Co.'s many customers. When the war is over they will build more.

Miss Margaret, second daughter of Mr. and Mrs. P. J. Foley was graduated from the Chicago Normal School last week, and has taken a position as cadet in the Pope school for the coming year. James Foley expects to enter the service next week, unless debarred by defective eyesight. Phil, Jr., has been at the Great Lakes Naval Training Station for several weeks taking a course in naval aviation.

Poehlmann Bros are among the largest exhibitors for the convention and all the new things will be shown by them. Nothing new gets by Tim Waters, who will have charge of the exhibit and who is manager of the Poehlmann Supply Dept.

August Poehlmann has about recovered from a recent attack of diphtheria. Mrs. Poehlmann has not made such rapid progress and is still confined to the house. Her many friends hope for her speedy recovery.

Some one missed the mark by ten degrees last week when Chicago notes reported the highest August record ever made by the government thermometer in Chicago. It should have read 102 degrees instead of 92 degrees. This week is not going to be far behind and those going to the convention are praying for one of those "sudden drops" the middle west is noted for.

### ROCHESTER, N. Y.

A. W. Elder, formerly with the Lord & Burnham Co., is teaching military drills to colored students of the Wilberforce Normal and Industrial College at Wilberforce, Ohio.

J. W. Langenback, florist, of Albion, has just received a commission of 1st Lieut. and is assigned to the 14th Battalion at New Orleans, La. Mr. Langenback has been seven years in the military service.

### PHILADELPHIA.

If you want to see the great ship-building plant at Hog Island you have to apply in person for a permit to the shipping board at 16th and Walnut streets. Mr. E. H. Blood is the agent in charge. Sunday is the only day they will issue for. No weekday permits.

The Michell Nurseries at Andalusia are particularly interesting just now not only on account of the cannas and other seasonable trials being in full bloom and educative in value but that the country round that section is particularly beautiful at this season. There is something interesting every foot of the way for miles and miles. Right on the banks of the Delaware on the Philadelphia side. Many of our old time visitors know only the Jersey side of the Delaware. Have a look at the other. Wonderful old trees and fine old residences that were famous over a hundred years ago.

Jack Berger is now the sole partner in the Berger Bros. commission business—his brother having taken hold of the Germantown end of the family business. But there is no change in the push and activity for which this old established commission house is noted.

### ST. LOUIS.

The wholesalers are giving their stores a thorough cleaning and painting to prepare for the S. A. F. visitors. The retailers also have cleaned up and were visited last week by John Young, secretary of S. A. F.

Vincent Gorly and wife have just returned from their northern trip in time for the Convention.

### CINCINNATI.

Mr. and Mrs. J. A. Peterson, C. E. Critchell and E. G. Gillett comprise the list of Cincinnatians who, thus far, plan to attend the convention in St. Louis.

Mr. and Mrs. Mayhall are spending the early part of this week in Dayton.

### A FALSE REPORT.

Our previous report referring to Captain Alfred Rolker being "gassed" has later proved to be fortunately incorrect, and we hope that he is still in good fighting trim and giving his German opponents a real hot time. The captain has many friends in New England, being an Amherst graduate, and the previous alarming news might in a roundabout way have reached and distressed some of them. These will be pleased now to learn that first reports have evidently been vastly exaggerated.



## LEMON OIL CO.'S STANDARD SOLUBLE IN WATER INSECTICIDE NO ODOR NO POISON

Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.90; 10 Gallon Can, \$20.00. Directions on package.

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## USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded  
**Cattle Manure**  
Pulverized

**Sheep Manure**

The Florists' standard of uniform high quality for over ten years. Specify: **WIZARD BRAND** in your Supply House order, or write us direct for prices and freight rates.  
**THE PULVERIZED MANURE CO.**  
14 Union Stock Yard, Chicago

## IMP SOAP SPRAY Sure Insect Killer

THE use of Imp Soap Spray on fruit trees, garden truck, ornamental trees, shrubs, etc., will positively destroy all insect pests and larva deposits. Quite harmless to vegetation. Used in country's biggest orchards and estates. Very economical—one gal. Imp Soap Spray makes from 25 to 40 gals. effective solution. Directions on can. Pt. 40c.; Qt. 60c.; Gal. \$2.10; 5 Gals. \$9.00; 10 Gals. \$17.25; Bbls., per gal., \$1.70. F. O. B. Boston. Genuine can has Ivy Leaf trade mark. Your money back if Imp Soap Spray doesn't do as claimed. Order direct if your dealer can't supply.

F. E. ATTEAUX & CO., Props.

Eastern Chemical Co.

BOSTON, MASS.

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## ROSE GROWERS BONE

Good Bone like coal is scarce and will be hard to get, so florist would do well to secure their stock now and have it on hand when they need it, avoiding freight delays and other troubles—our **ROSE GROWERS BONE**.

Analysis—4 1/2% Ammonia, 3.71 Nitrogen, 50% Bone Phosphate of Lime, 12 1/2% Phosphoric acid, and runs from flour to coarse so that it is immediately available and continuous through the whole growing season.

### PRICE

Per ton.....	\$48.00	1/4 ton.....	\$12.50
1/2 ton.....	24.50	100 lbs.....	2.75

F. O. B. New York. Immediate delivery.

Remember—When comparing price, compare the Analysis too.

Write for special florist price list upon other fertilizer

HORTICULTURAL DEPT., Harry A. Bunyard, Mgr.

**NITRATE-AGENCIES**  
**COMPANY**  
85 Water Street NEW YORK CITY  
Phone: 5570 Broad

## Obituary

Walter S. Sword.

Walter S. Sword died at his home, 36 Titus street, Valley Falls, R. I., Aug. 12, following an illness of several months, caused by a complication of troubles, in his 62nd year. Mr. Sword was born in Marblehead, Mass., but for the past 30 years had lived in Valley Falls, where he carried on the business of florist and landscape gardener. Besides his wife, he is survived by a daughter and three sons.

Frank Piliski.

Frank Piliski, 44 years old, a well known florist, died suddenly Aug. 4, in the greenhouse adjoining his home at 211 Eleventh avenue, Whitestone. Mr. Piliski went to market in New York and returned home and went to work in the greenhouse. Between one and two o'clock he complained to his wife of not feeling well, and in a few minutes he was dead. Mr. Piliski



### NIKOTEEN

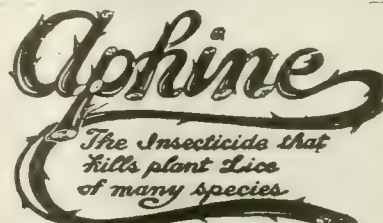
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ST. LOUIS



*The Insecticide that  
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of many species*

The Recognized Standard Insecticide. A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

Quart, \$1.00; Gallon, \$2.50.

### VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, \$1.00; Gallon, \$3.00

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MADISON, N. J.

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WORLD'S OLDEST and LARGEST  
Manufacturers of ALL STYLES and  
SIZES of

### FLOWER POTS

**A. H. HEWS & CO., INC.**  
Cambridge, Mass.

was born in Poland and had been in this country twenty-four years. He is survived by his wife and five children.

#### Reuben C. Hart.

Reuben C. Hart, aged 71, a descendant of one of the settlers of Hartford, Conn., died August 3, at the Charlotte Hungerford Hospital. Mr. Hart had been in ill health for a long time. Mr. Hart was born in Hart Hollow and spent all his life there. Reuben was for many years engaged as a horticulturist, specializing in gladiolus and dahlias. He originated several varieties of these two plants.

#### William L. Hoerber.

Though not in the florists' business all his life, Wm. L. Hoerber, vice-president of Hoerber Bros., has been connected with the trade for nine years. At that time the firm built a large range of houses at Des Plaines, Ill., and opened a wholesale store in the Atlas Building. At the time of his death Wm. L. Hoerber had charge of the houses. His death was a surprise to the trade and caused regret. He leaves a widow, Margaret Zolk Hoerber, a father, two brothers and a sister. The funeral was held Tuesday, Aug. 6th and interment was at Waldheim.

#### Amaziah M. Herr.

Amaziah M. Herr, father of Chas. B. Herr, the well-known carnation grower of Strasburg, Pa., died Sunday, Aug 4. While not actively engaged in the business he was remarkably well informed on all matters pertaining to floriculture and was of much assistance in the building up of Chas. B. Herr's reputation as a carnation grower. He was always on hand at the greenhouses to welcome any of the trade and looked up to and honored by all. The funeral was held from the residence of his son-in-law, Dr. Martin H. Musser and attended by a great number of friends and relatives as well as by a goodly portion of the Lancaster County Florists' Association who sent a beautiful spray of flowers as a token of their sympathy. He is survived by three children, Mary wife of Dr. Martin Musser, Edgar and Charles B. Herr.

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Advertisements in this Department, Ten Cents a Line, Net

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C. KEUR & SONS, HILLEGOM, Holland.  
Bulbs of all descriptions. Write for prices.  
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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 postpaid. I. L. PILLSBURY, Galesburg, Ill.

### CHRYSANTHEMUMS

#### CHRYSANTHEMUM MANUAL

By ELMER D. SMITH, Adrian, Mich.  
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Peony Dahlia Mrs. Frederick Grinnell.  
Stock For Sale.

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New Peony Dahlia—John Wanamaker, Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to PEACOCK DAHLIA FARMS, Berlin, N. J.

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DRACAENA TERMINALIS. Clean healthy stock out of 2½ inch pots at \$8.00 per 100; 3 inch pots at \$15.00 per 100; 4 inch pots at \$25.00 per 100. Cash with order.

J. H. FIESSER, North Bergen, N. J.

### FLOWER POTS

A. ROLKER & SONS, 51 Barclay St., New York City, Eastern Selling Agents for the York Pottery, Pa. Write for the revised prices of Pots, Pans and Fern Dishes.

### GLASS

Greenhouse glass, lowest prices. JOHN-STON GLASS CO., Hartford City, Ind.

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Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. FRANKLIN BARRETT, Breeder, 4815 D St., Olney, Philadelphia, Pa. Large breeding pairs for sale. Send for price list.

### MYOSOTIS

MYOSOTIS The earliest and finest winter blooming Forget-Me-Not. Grow along the edges of carnation benches. 2½ in. plants, \$3.50 per 100, \$30.00 per 1000. FRED H. LEMON & CO., Richmond, Ind.

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American Grown or Imported. Let us appraise your wants. A. ROLKER & SONS, 51 Barclay St., New York City.

### ORCHIDS

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laelio-Cattleyas our specialty. One trial order solicited.

### PEONIES

Peonies. The world's greatest collection, 1200 sorts. Send for list. C. BETSCHER, Canal Dover, O.

Peonies can be shipped from France with celerity and security via Bordeaux-New York. DESSERT, Peony Specialist, Chenonceaux, France. Please refer to Sixteenth General Catalogue.

### PRIMULAS

PRIMULA MALACOIDES ROSEA—Fine plants from 2¼ in. pots, August and September, \$3.50 per 100, \$30.00 per 1000. FRED H. LEMON & CO., Richmond, Ind.

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ROSES, CANNAS AND SHRUBS.  
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### SPHAGNUM MOSS

Live Sphagnum moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summit, N. J.

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CELERY PLANTS—Golden Self Blanching (French Strain), Giant Pascal, also the grand new Easy Blanching, which is easy to grow, fine plants, ready for the field, \$2.00 per 1000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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WANTED by September 1st, Foreman in small commercial place. Principal duty will be to grow first-class stock for our own retail trade. Good wages, nice house on place, liberal working conditions. A competent man of good character will be appreciated. F. E. PALMER, INC., Brook-

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EXPERT MUSHROOM GROWER seeks position with firm in Eastern States, New England preferred. Can also handle cucumbers, tomatoes and other vegetables under glass. Apply C. 100, care HORTICULTURE, Boston.

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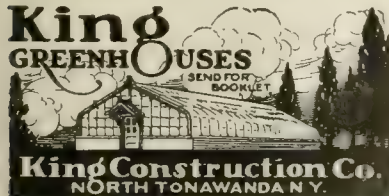
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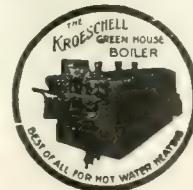
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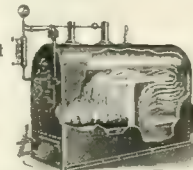
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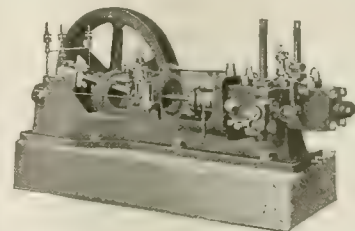
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Vol. XXVIII

No. 8

AUG. 24

1918

# HORTICULTURE

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of Edwardsville, Ill.,  
President elect of the Society of American  
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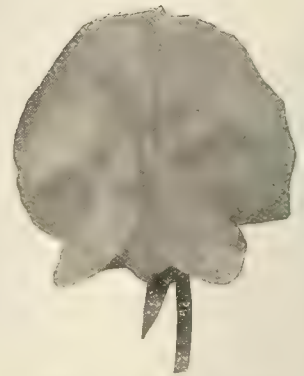
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## MUSHROOMS

There is probably no other garden crop to which attaches so much uncertainty as the culture of the mushroom. Some years ago the writer had an opportunity of seeing mushrooms grown on an extensive scale. First attempts met with only partial success or were otherwise entire failures despite the fact that every conceivable detail of culture had apparently been given due observance. Fresh horse droppings were collected each morning until a quantity sufficient for the making of a bed was procured and this over a period of not more than four or five days. The manure was protected from rains, turned every morning for a week or two and beds of variable depth and shape eventually made but all to no avail. After numerous failures and as a last resort, in almost hopeless desperation this would-be mushroom grower decided to take a "big chance." Horse droppings and short litter were shaken from the ordinary manure pile and placed under an open shed in a layer about two feet deep. The heap was turned every morning for about a week while heating violently, then less frequently until the heating subsided and the beds were made up. A flat bed 18 feet long, 4 feet wide and about 15 in. deep was first made and the few wheelbarrow loads of manure left over were piled in a conical heap in the middle of the floor and this, too, was spawned. In due time both beds yielded excellent crops over a period of three months, and all subsequent efforts conducted on similar lines produced the same first-rate results and a continuous supply was maintained the year round. Our opinion is that while fresh horse droppings are desirable to a certain extent beds made exclusively of fresh manure have a tendency to burn and dry out and are altogether less easy to manipulate successfully than beds which contain a mixture of either short litter or otherwise a proportion of old manure. The admixture of old manure controls and sustains the heating process and beds thus made are lastingly productive.

The present is a suitable time to prepare beds for early winter supplies. Shake out enough manure for at least one bed rather than dabble with a few wheelbarrow loads at a time. When danger of excessive heating is past make up the beds. Flat beds about 1 ft.

deep are customary but beds of almost any shape may be built with equal success provided they are well made. Place the manure in layers and tread or pound with a brick each layer. When the temperature of bed (which will rise during the first week after making) declines to 85 degrees, spawning may be done. Some growers prefer a temperature of 90 degrees for spawning but in case of a reaction in temperature after spawning the vitality of the mycelium suffers. If the spawn is very hard and dry when wanted for use it should be soaked in warm water for a short time. Break the cakes into pieces not larger than a hen's egg nor smaller than a walnut and insert them 2 or 3 inches deep and at intervals of from 6 to 9 inches over the surface of the bed, being careful, of course, to firmly replace the manure removed in making the holes. In about ten days from the time of spawning cover the bed with sifted soil to the depth of 2 inches. Ordinary potting soil is ideal for this purpose and should be sufficiently moist to pack firmly under pressure; pack it with the back of a spade or shovel, leaving the surface smooth and even. Over this a covering of straw, stable litter or other light material should be placed at all times of the year. Always try to maintain an atmospheric temperature of 55 to 60 degrees and evenly moist. A dry atmosphere is inimical to success and for this reason underground cellars in which an even temperature and moist air are readily maintained are far the best for mushroom culture, although we are aware that splendid results are obtainable without this facility. When gathering mushrooms give them a slight twist; never cut them from the bed but trim them with a knife after gathering. Never allow the beds to get dry and when water must be applied use a fine sprinkler and tepid water. On the other hand guard against over watering.

Pittsfield,  
Mass.

*John Johnson.*

### MY LAST VISION OF BEAUTY

It is a terrible thing to be suddenly stricken blind. My sight gradually faded and then went out altogether. But the last thing on which my vision rested was the most beautiful Peony I ever saw. It was Richard Carvel. In color it was glowing, radiant red, which has made a lasting impression on me. I do not know that my eyes ever rested on a more beautiful flower. It was very remarkable in many respects. Last spring all through the west and northwest there was a failure of blooms. I had eight of these and they blossomed gloriously. They were planted late in the fall but not one of them failed. One plant I cut in two and each little root had a fine flower. They were exceed-

ingly fragrant. They were also the earliest I ever knew, coming into bloom the 18th of May. The rest of them bloomed about the 21st. These were introduced by Mr. Brand. Whether he has any for sale now I do not know. I am sure however that the stock is very limited.

C. S. HARRISON.

### PERSONAL

A. Dessert, the world-famed peony grower, Chenonceaux, France, has lost two sons in the war.

News has been received that Joseph J. Lane, formerly with the Garden Magazine, has arrived safely overseas.

We regret to learn from Arthur C. Ruzicka, HORTICULTURE's well-known writer on Roses Under Glass, of the death of his little son on August 12, after an illness of about ten days.

### THE RUBBISH PIT

Editor of HORTICULTURE:

I am very glad to read in your issue for July 20 the timely editorial entitled "Value of the rubbish pit." The good advice it contains should be carefully followed by all, amateur and professional gardener alike, who have an opportunity of collecting and storing fallen leaves. While oak leaves have the highest nitrogenous value the leaves of all our native deciduous trees make excellent leaf mould after being stored and rotted for one season and every means should be taken from now on to harvest and store a good supply.

ARTHUR E. THATCHER.  
Mount Desert, Maine.



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were issued, we understand, by our War Board, largely in view of this plan. The Holland bulb-growers are now most anxious to have their patrons in this country consent to shipment via London. This the buyers here hesitate to do, believing that London is at present a very congested port and that the danger of delay there is too great a risk to assume, which risk would fall wholly upon the buyer here. It will probably require much persuasion to make the Netherlands government carry out the first plan and such persuasion must be immediate or it will be too late.

The long-talked-of Convention is on and, by the time HORTICULTURE has reached its readers, will have

passed into history. The condensed story of the proceedings up to Thursday noon will be found in our reading columns. The present is the third time the S. A. F. has convened in St. Louis. Both of the preceding conventions held in the busy city across the Mississippi were conspicuously successful and long to be remembered by those who were so fortunate as to participate. We feel some sympathy for St. Louis over the unfortunate conditions attendant upon their preparations for the National Flower Show and attendant Convention, as well as many things, including high railroad rates, which have seriously reduced the attendance from the eastern part of the country. But when the full story of the Convention of 1918 is told, it is quite possible that this may prove to have been the most significant and widely influential event in the Society's history up to the present time.

Among vegetables the mushroom is one of the highest in food value. It is also one of the most delicious. With a sufficient supply

of properly cooked fresh mushrooms on the table high priced meats might well be dispensed with—in fact many of us would prefer the mushrooms. It is true that as a rule mushrooms cost more than steaks or chops, but this should not be so, certainly not in all cases, since the raising of them is neither expensive nor difficult. The agricultural colleges would do the people a priceless service if they would teach and popularize the raising of this succulent vegetable. The common people in several countries produce their own supply of mushrooms and regard it as no more difficult than does the housewife the raising with yeast the dough she bakes into bread. The two processes are really identical, differing only in materials and time. There are really few people in the rural parts of the country who could not with comparatively little trouble and expense arrange to raise for their own use at least a plentiful supply of this luscious and highly nutritious vegetable. Demonstrations in mushroom growing throughout the country would be of incalculable value to the rural population, providing they are given by men who have the ability to impart their knowledge, which must be of the kind gained from successful practice—theoretical knowledge will not do. On another page will be found an article on mushroom growing by one of our most successful growers.

There is still much uncertainty about the arrival of Dutch bulbs. The original plan was that the Holland government would sanction the sailing of one or two steamers to carry bulbs from Rotterdam to New York. This plan the government now appears to be reluctant to carry out, although the import licenses for bulbs

# SOCIETY OF AMERICAN FLORISTS

—AND—

## ORNAMENTAL HORTICULTURISTS

Thirty-Fourth Annual Meeting, August 20, 21, 22, 1918,  
St. Louis, Mo.

### Officers Elected for 1919

PRESIDENT ..... J. Fred Ammann, Edwardsville, Ill.  
VICE-PRESIDENT ..... E. A. Fethers, Detroit, Mich.  
SECRETARY ..... John Young, New York City  
TREASURER ..... J. J. Hess, Omaha, Neb.

#### DIRECTORS.

Joseph H. Hill, Richmond, Ind., and C. C. Pollworth, Milwaukee, Wis.

Everything seemed to co-operate to make the opening session in Moolah Temple a brilliant and altogether inspiring event. The hall was elaborately decorated and the stage setting was beautiful. On the platform were seated, besides the officers, Ex-presidents E. G. Hill, R. C. Kerr and W. F. Gude and Messrs. W. C. Smith, L. Jules Bourdet, F. A. Windler, W. J. Pilcher, J. J. Beneke and John Moritz, all chairmen of local committees. Mr. Bourdet made an address of welcome on behalf of the St. Louis florists and was followed by the Mayor of the city, J. F. Ammann responding for the S. A. F., praising St. Louis hospitality and emphasizing the business character of this convention, speaking of the sacrifices florists have made in sending their sons to the service and outlining the great work ahead for this organization, after the war period. The meeting was then turned over by Vice-President Hummert of the St. Louis Florist Club to the charge of President Totty who began with a request that the audience join in singing "America," after which he proposed the following resolution, which was unanimously adopted:

WHEREAS, the S. A. F. & O. H., being now represented in large numbers by their boys "over there" desire to express their appreciation of the Commander-in-Chief of the Army and Navy, on whose unflinching patriotism and devotion to country they fully rely; therefore, be it resolved that in the thirty-fourth annual convention assembled at St. Louis, August 20, we beg to transmit to His Excellency, the President of the United States, Woodrow Wilson, our prayers for his continued success in wise leadership and pledge our most loyal devotion to the great cause of which, he more than any other American, is far-seeing leader and exemplar.

A telegram was read from Ernest

J. Sayward, president of the Canadian Horticultural Association, extending greeting, reciprocating good will and fellowship, shoulder to shoulder, like as our gallant boys will work together for the future good of all.

President Totty after congratulating the St. Louis florists on the magnificent hall decorations proposed a resolution of thanks to them which was carried with great applause. He then delivered his address as follows:

#### PRESIDENT TOTTY'S ADDRESS.

We are assembled today for the thirty-fourth Annual Convention, to greet each other as friends and fellow-horticulturists and to derive mental and physical benefit from contact with associates, all engaged in the same business of growing and distributing plants and flowers: a business that is one of the finest on earth, since its sole and only mission is to elevate and improve not only its members but the world at large.

We are meeting today under the handicap of war, the old, happy care-free note of previous conventions will be absent. Meeting facts face to face, with an earnest endeavor to keep an even keel on the troubled "Sea of Business," demands at this time much thoughtful and careful consideration.

Let us, first of all as good loyal Americans, reaffirm our faith in the leadership of our splendid president, Woodrow Wilson, and let the world know that we, as florists, individually and collectively, are back of him so that "government of the people, by the people and for the people" shall continue to flourish.

#### National League for Woman's Service

The times through which we are passing are momentous ones for the florists. In the eyes of some people since war has been declared, we have been regarded to a certain degree as "non-essential," since our product is not necessary to the winning of the war. Physically, flowers are not necessary, but their influence on the soul

of the people has been and will be of inestimable benefit, during the coming winter. In this connection, one of the finest illustrations is the work being done by the National League for Woman's Service, which works with and through the Red Cross. This movement was organized for the express purpose of presenting our wounded soldiers in the hospitals throughout the country with fresh flowers. Distributions have been effected on a large scale in the New York section for some months and will be spread throughout the entire country as base hospitals may be erected in the different states. Wherever the National League for Woman's Service establishes a branch, I trust the local florists will organize to keep that branch supplied with flowers. Could you hear, as I have, the stories told by Mrs. Curtin, president of the League, on the way the sick soldiers crave for fresh flowers, preferring them even to any delicacy in the line of food or drink, you would realize that here was a chance for the florists who are too old to fight, to do their share toward alleviating pain and helping out the country. I trust this convention will go on record as officially endorsing this splendid movement.

#### Labor Question.

The question of help today is an important one. Possibly every florist establishment here represented has contributed by enlistment or through the draft some of their best men to our splendid army. In some cases this will mean a radical curtailment, while others are endeavoring to help out by the use of other kinds of labor, but we will overcome this handicap and others much worse, if our government feels it will be necessary on our part in order to win the war.

#### Coal Situation.

In this connection the coal question is the momentous one for the florist. The original government order limiting us to 50 per cent. of our average



annual consumption for the last three years has since been modified to allow florists the use of wood and fuel providing same does not have to be transported by rail. The small florist also is kept in business by permitting him to get his entire quota of coal, providing same does not exceed forty tons, which convinces me the government is only too willing to keep us in business if it is at all possible to do so. We have a coal expert here from Washington, who will speak to us on the coal situation later.

#### Our Washington Representative.

We were fortunate indeed to have in Washington during the past year such a representative man as Wm. F. Gude. His report when you read it will be found to cover many points of close contact between the florists and the government notably on the questions of bulb importation from Japan and Bermuda, not to mention the importations from Europe to the seed stores; Manetti and other products. Mr. Gude gave his time unselfishly and loyally to the S. A. F. Those of you who have been to Washington to interview the different boards can testify to his work in this respect. Many organizations who have not succeeded in doing nearly as much in Washington as the S. A. F. & O. H., maintain a highly paid organization in that city. Mr. Gude did this work without any recompense—his only satisfaction being it was work he could do and necessary for the well-being of the trade in general. I feel some more tangible recognition should be awarded him than a simple vote of thanks.

#### National Plant, Flower and Fruit Guild.

Another organization that has done and will do a great deal of good for our soldiers is the National Plant, Flower and Fruit Guild, which has been operating in New York for ten or twelve years previous to the war, largely among the crowded tenements of the East Side. This society has now undertaken to beautify with flowers and plants, the cantonments and camps in the United States. While it is too late now to do much this summer, it is planning to make a big start for next summer. It will undertake to provide the funds necessary to transport plants and shrubs contributed, to the different cantonments and will see that same is properly taken care of and planted. Any of the members of this society who are in a position to contribute stock for this purpose will please get in touch with the organization at its New York office, 70 Fifth Ave., and help out as much as possible with donations of growing plants and flowers. By the aid of this Guild and the National League for Woman's Service, florists get in direct contact with our troops. The government has no time to look after what is called "the sentimental side" of the war but it is willing for other organizations to do this, where possible. Those who have been through the different cantonments in the different states know what a wonderful improvement a few plants and shrubs judiciously placed would make in the appearance of the camp for the summer.

#### Liberty Bonds and War Saving Stamps

The florists as a body are not of warlike tendencies. The business they are engaged in tends to induce a philosophic state of mind rather than a combative one, yet every florist can help his government, and I believe is doing it to the very fullest extent, by the purchase of Liberty Bonds and War Saving Stamps. Let us never forget our country is entitled to our all, and should the government fall, there certainly would be no need of florists; therefore, every dollar we can possibly spare must be used to help our government.

#### Flower Show.

It is a matter of regret we did not have the convention in the spring in conjunction with the National Flower Show, as originally planned. Circumstances, of course, rendered this impossible but personally I would like to state to the florists of St. Louis that postponement of a Flower Show does not to my mind, mean abandonment as some of you seem to think, and I look to see the next Flower Show in St. Louis just as soon as times are propitious.

#### Publicity Campaign

Undoubtedly the biggest thing undertaken by this society the last year is the Publicity Campaign, which was launched so auspiciously in New York at the last convention. The work of the Publicity Committee, under the leadership of Messrs. Penn and Asmus has been with the limited amount of funds at their disposal, simply phenomenal. It would be the greatest of pities if this work would be permitted to drop or drag, at this season. Let us make plans at this convention for a vigorous fall offensive in advertising so we may not lose the benefit of the work already done. One thing alone, the connection of the florists directly with the war and the adoption of our publicity slogan "Say it with Flowers," by the League for Woman's Service, is worth more money as a cash proposition to the florists than the whole of the Publicity fund. This League will use over 20,000 signs in its work and "Say it Flowers," before another year has passed will be a household word in every home in the country. You have all seen the good work done by this committee in the Saturday Evening Post and other National publications and the report which the Committee on Publicity will make will be interesting.

#### The New York Office.

The New York office of the Publicity Committee seems to fill a long felt want. Every member of the organization who drops into New York stops into the office, to receive the latest news, to get mail and if necessary to have a conference with other fellow-members on business matters. It also furnishes a dignified place for committee members to hold committee meetings when conferring with other interests. It is being used also to an increasing extent by newspaper men for verifying reports relating to our business and for acquiring knowledge along horticultural lines. From individual personal contact I can testify

to the usefulness of this office. The joint Publicity and Finance Committees in session last March decided that the secretary should travel around to see members personally. This necessitated the employment of an office manager in Mr. Young's absence, which office has been competently filled by Mr. J. H. Pepper. No one not personally acquainted with the New York office has any idea of the enormous amount of detail attached to the secretary's office, particularly since there has been added to it the work of the Publicity Bureau. In this connection the secretary's report will doubtless speak for itself.

#### Credits and Collections.

Another committee whose work is of especial value at this time is the Committee on Credits and Collections. I trust this committee will be in shape to formulate some definite plans of credits and collections so that the florists' business may be put on the plane where it rightfully belongs. In this connection I would like to call the attention of this committee to the system of trade acceptances which so far seems to have gained very little headway in our business. It has been estimated there are four billion dollars annually tied up in credits, which could be released by the operation of trade acceptances. The other day I noticed in the papers that fifty million dollars in credits, would be released on that day which were drafts drawn under that credit by merchants in France on American banks for goods purchased in America. It would have been impossible without the use of these credits to finance the war in its colossal proportions. Someone may ask, what is the difference between a trade acceptance and a note? It must be borne in mind that a trade acceptance is given in return for goods actually sold, whereas a note may represent money borrowed for any one of a thousand things. Trade acceptances are only given in exchange for merchandise. In the case of a trade acceptance, the local bank can rediscount that acceptance through its Federal Bank and thereby keep its funds liquid and relieve the congestion at all points. Beverly Harris, in a recent address in New York said: "Here let me impress upon you the fact that in our open-account system, merchants, in borrowing to carry their credit customers, are usurping the functions of bankers and carrying an unnecessarily heavy load. Is there a means at hand to remedy the situation and transfer the load where it belongs—to the bankers and through them to the Federal Reserve Bank? There is—the trade acceptance." I trust this convention will go on record as approving this method of financing.

#### Florists' Bank

Continuing on the subject of finance the day should come when the florists should have a bank for themselves. The average bank little understands the florists' business, and sometimes applications for loans from worthy applicants are turned down where another applicant not nearly so secure go by and are allowed by the bank, to its future loss. If the florists had a bank of their own, with men high in office, thoroughly familiar themselves with florists' business, I am sure it





MISSOURI BOTANICAL GARDEN

In the Main Garden Looking Southwest from the Water Garden

would be a good thing for the trade in general. Some of the largest banks today have built up in such a way, instancing the Chemical National, Shoe and Leather and Corn Exchange Banks and others organized originally to take care of some particular line of business. I presume the charter of this society would not permit it to go into the banking business but it is a matter that may well receive your earnest attention.

#### A Society Publicity Organ.

I am of the opinion that the time has come when the society should have a medium of its own for the publication and circulation among its members of such news, announcements and other matter, as may be of interest to them. Few organizations having as large a membership as the S. A. F., are without a publicity organ, or some medium or means of which the views of members may be circulated within the membership fold. We have for a number of years expended large sums of money on the publication in book form of the proceedings of our annual conventions, and our own organ could very well include these proceedings in its own columns and the numbers bound into a yearly volume where any member cared to go to this small expense. The publication could be made very useful to the society. Properly managed, it would be likely to increase our membership for it certainly could be used for missionary work, and I am sure that the society's work would be constantly before the members and the other matters which could be carried in the columns would tend to keep up individual interest in all our undertakings.

The organ could be made of especial service to the F. T. D., and to our Promotion Bureau in its publicity work. We could have heart-to-heart talks through its columns every month and it could be made a medium of communication between members. In making this recommendation, I am not belittling the very great service rendered the society by the trade papers who have always shown a willingness to publish anything that might be sent to them; but there is much that could be published for members alone, and not scattered broadcast to those who do not feel that they should support the society to the extent of taking out a membership—and there are many such. My own idea of such a publication would be a paper of convenient size, say 6 x 9 in., something easily accommodated on an ordinary bookshelf. It need not, necessarily, carry any advertising although I do not see why it might not include a few cards provided they did not encroach too much upon the reading space. The income from such cards with the money saved through running our proceedings through the publication would go a very long way toward meeting the entire expense and the management of the paper could, perhaps, be well placed with our Promotion Bureau. Such a publication could, I understand, be mailed to our members at regular newspaper rates and it seems to me it will eventually become necessary to our Publicity Campaign.

#### Membership.

While the increase in membership is satisfactory perhaps, in comparison with recent years it is nothing com-

pared with what it should be, when one considers all the society has done for the florists generally. An organization to keep virile must keep taking in new blood and if we can devise some means of going out into the "highways and byways," to compel the florists who are not members to come in, it would be as much or more for their own benefit than it would be ours.

#### Conclusion

Meanwhile, let us all "pull together" and use every honorable endeavor to increase our business, to help each other and stand shoulder to shoulder as florists and citizens in this great country, serene and confident that the present clouds will pass away and the future of the florists is certain to be a glorious one.

On the conclusion of the president's address the minutes of the Executive Board were approved and Messrs. George Asmus, A. T. Delamare and E. G. Hill were appointed a committee on the president's address. Then came the annual report of Secretary Young, which evoked strong applause and was as follows:

#### REPORT OF THE SECRETARY

In view of the many disturbing conditions which have confronted us since our last convention, some of which have peculiarly affected the florist industry, it is most gratifying to me to be able to report that our Society has made very substantial progress; in fact, it is safe to say that the advancement made would be considered rather remarkable even in most normal times.



### Our Membership.

My report made at the Convention in New York last August showed that, presuming all those members who were in good standing at the close of 1916 would qualify for 1917, the total membership of the Society might be taken as covering 1694 annual, 496 life and 25 pioneer members, a grand total of 2215.

When it became necessary again, early this year, to record our membership in good standing, the number of lapses was found to be more than ordinarily large, so much so that with the same presumption applied to the 1918 list, we have 531 life, 1780 annual, and 24 pioneer members, a total of 2335. Since last convention we have taken in 568 new annual members and 35 life members, a rather remarkable influx, but badly needed to make up the loss through lapses. As explained, our strength can only be reported year after year on a presumptive basis, and our increases must be shown in that way. A member is not in good standing unless he has paid the current year's dues, so we are obliged to assume that it is the intention of all in the list of members in good standing for the year previous to qualify for the current year.

While perhaps nearly half of the splendid addition to our membership was due to my across-country trip in the interests of the Publicity Campaign Fund—which resulted in 225 new members—the increase otherwise has been highly satisfactory. Still, our roster represents only a small part of the trade in this vast country.

### Our Work for All.

It is to be hoped that the work of the Society in these trying times will sufficiently convince the small florist that its results are for his benefit fully as much as for the florist with larger interests. I should not, perhaps, touch specifically upon details of this work, as they are better dealt with in the reports of our most efficient committees. But I cannot help pointing out the fact that but for the action of the Society in the interests of the whole trade, very many of the smaller florists would in the coming winter possibly find themselves forced to seek other means of livelihood because they would not be able to profitably operate their small areas of glass on the restricted fuel supply which the government originally ordered. Many of these craftsmen did not hesitate to involve the aid of the Secretary's office in a contingency which vitally concerned them, even though not members. With reference to this condition, I cannot, of course, suggest anything as to limitations, for the nature of our work precludes the drawing of any line; but I do think that many of our State vice-presidents could wield much influence in their respective territories—if they would only get into action—looking to a better appreciation of the objects and work of our Society, and consequent endorsement of our efforts through membership.

I have made reference to our State vice-presidents and the influence which they could exert for the advancement of the Society. I might go further, and say that from my own

experience I have found large numbers of florists through the country quite ready to join us when the advantages of the membership are fully explained; it is the little personal touch that counts, mere appeals by letter must not be depended upon. I do not mean by this that a State vice-president is expected to cover in person the wide territory of the average State; but in these days of automobile travel anyone can easily during a year come in contact with his brother florists within a wide radius of his home town. It is strange that the great majority of our State vice-presidents use no part of the appropriations provided for this work.

The following have sent in one or more names for membership since the last convention:

National Publicity Campaign, 26; Florists' Telegraph Delivery, 57; J. C. Lindbloom, 1; Max Schling, 2; W. R. Nicholson, 1; J. W. Duncan, 1; W. Brown, 1; Wm. Dethlefs, 1; Samuel Murray, 1; P. W. Popp, 2; L. J. Bourdet, 35; E. Satow, 1; P. Welch, 2; Lon Foster, 1; W. J. Pilcher, 37; Paul Beden, 1; A. S. Ceruy, 2; Chas. Schenck, 3; Chas. H. Totty, 2; Wm. F. Ekas, 1; F. R. Newbold, 1; Geo. B. Hart, 1; S. A. Anderson, 2; B. Juerjens, 1; E. Ashley, 1; J. W. Grandy, Jr., 1; A. T. De La Mare, 1; Geo. Asmus, 1; M. Barker, 1; W. J. Keimel, 1; W. F. Gude, 1; H. C. Riedel, 1; John B. Van Bochove, 1; A. L. Miller, 3; C. W. Knight, 2; F. C. W. Brown, 2; W. G. Badgley, 1; J. H. Fiesser, 1; B. J. Dudley, 2; D. B. Honaker, 4; A. E. Faulkner, 1; J. T. D. Fulmer, 3.

### Our Administration Offices

As may be judged from the reports presented at this Convention, the finances of the Society are in excellent condition. While we have had unusual calls upon our treasury, in expenditures for our common benefit, our financial strength is practically unimpaired. One very necessary item of expense I may particularly refer to is that covering the establishment of our administration offices in New York. For a long time the business of the Society was conducted in quarters and under conditions which sadly hampered routine work, and made ineffective the plans of your administration for the greater usefulness of the Society as a business organization. Your Executive Board, therefore, at its January meeting was unanimous in a decision to establish permanent offices which should be adequate for the Society's own and kindred interests. The launching of the Publicity Campaign, too, made larger business quarters absolutely essential, consequently, under the direction of the Board, the present administration offices in the Johnston Building, 1170 Broadway, New York, was leased and furnished, and now present not only all the required facilities for the transaction of the Society's business affairs, but provide a place of meeting for its own committees and for committees of auxiliary bodies with whose work we are more or less identified. Any member visiting New York may use the Society's offices as his business headquarters during his stay, being assured of a most cordial welcome and the extension of any courtesy which is within the scope of the office.

### The Trade Exhibition.

It is obvious to all in attendance at this Convention that our Trade Exhibition has suffered through conditions which are affecting all lines of industry. Very many concerns who have in

the past, through their generous displays, been conspicuous at these exhibitions, were unable to put in an appearance this year. Lack of staff assistance and transportation conditions, necessitated or caused by the requirements of our Government in the prosecution of the war now in progress, have been chief among the reasons for the smallness of the 1918 Trade Exhibition. Extraordinary effort was put forth from the Secretary's office to build up an exhibition which should at least be representative, and it is gratifying to realize that the report covering the exhibition will contain the names of several concerns who evidence themselves as devotees to the policy "Business as usual," and who have enabled the Society to continue an important feature of its conventions which many thought impossible under existing circumstances.

### The Fuel Situation.

I have referred indirectly to the Society's activity in regard to the fuel situation, and while I do not wish to trespass upon the subject matter of the reports which, undoubtedly, our Washington representative and others will present, I feel that I should make some reference to the matter here. Never before in the history of the Society has a situation of such momentous importance confronted us as that presented by the United States Fuel Administration in its efforts to conserve fuel.

Since the time when the first intimation was made that the florist business might be classed as non-essential the secretary's office has been besieged with inquiries, and appeals for action by the Society. It would seem that the value of our organization has been appreciated in this emergency, and the truth has gone home—that no line of industry today can stand before conditions it is likely to meet without organization. Individual effort counts for nothing. The Society of American Florists and Ornamental Horticulturists is strong as the representative organization of our trade, but its strength ought to be many times greater. When our delegations visited Washington to enter protests against what was felt to be unjust discrimination, the Government recognized our organization as a body with whom it could treat in matters of this kind, and what we were able to accomplish will be detailed to you at the proper time. Our work was such as to carry the strong endorsement of every florist in the country, and should certainly be the means of increasing our membership very largely. None of us knows what we may be called upon to meet in the near future, therefore, it behooves us to make our organization as strong as possible.

### The Publicity Campaign.

As the work of the secretary's office in connection with our Publicity Campaign will be detailed in the report of your Promotion Bureau to be presented at the session of the Convention set apart for the discussion of such matters, I need refer to it only briefly. The efforts of the Society in the launching of a campaign looking to publicity for flowers which should result in an increased demand for



them are appreciated by florists who give any thought at all to their individual interests. This appreciation is confined to no particular territory; it is general and widespread. North, south, east and west, I have found, by personal contact with the trade, that our work is valued at the full, and you have evidence of the sincerity of this statement in the published lists of subscriptions to the campaign fund. Taking this into consideration, it is safe to assume that when all the florists clearly understand our plans there should be little difficulty experienced in doubling the \$50,000 now aimed for to be spent annually in this work. The unanimity of opinion that the movement is one worthy of all possible support is really marvelous.

#### The National Flower Show.

The preparatory work in connection with the Fifth National Flower Show proposed to be held last spring in St. Louis was quite active until the project was, at the meeting of the Executive Board in January, indefinitely postponed. While the necessity for such action is to be deplored, the work was discontinued with a due regard to the possibility of its resumption in the near future.

#### Maintenance of Membership.

In determining, at the end of the year, the status of those on our membership roll, it is occasion for regret to be obliged to remove the names of many who through carelessness have allowed their membership to lapse. With first-class mail at three cents per letter the matter of billing is expensive, and when repeated three or four times there is an obvious waste which should not be countenanced by any who have the Society's interests at heart. The annual dues are very small, therefore, unnecessary postage should be eliminated, and many members can help in this by making prompt remittance upon the receipt of the first bill. In a great majority of cases there surely can be no reason for withholding remittance.

#### The Trade Press.

I must again express my deep obligation to our trade papers for their very cordial cooperation with the secretary's office in the publication of notices and articles in connection with the Society's work. During the past twelve months they have been called upon to render services of more than ordinary value to the Society and to the trade, and it is most fitting that I should here attest to the very great assistance they have given us in all our projects.

#### Plant Registration.

Since the last Convention the following new plants have been registered:

- No. 654—Sept. 10, 1917. Rose Ophelia Supreme, by Dailledouze Bros., Brooklyn, N. Y.  
No. 655—Sept. 3, 1917. Fern President Wilson, by Frederick H. Dressel, Weehawken, N. J.  
No. 656—Nov. 3, 1917. Primula malacoides Townsendii, by A. L. Miller, Jamaica, N. Y.  
No. 657—Nov. 3, 1917. Capsicum Christmas Joy Pepper, by A. L. Miller, Jamaica, N. Y.  
No. 658—Nov. 3, 1917. Delphinium America, by Richard F. Gloede, Evanston, Ill.  
No. 659—Nov. 3, 1917. Delphinium Prof. James Hatfield, by Richard F. Gloede, Evanston, Ill.



MISSOURI BOTANICAL GARDEN  
View in Economic House

- No. 660—Nov. 3, 1917. Delphinium Mrs. Ida W. Gloede, by Richard F. Gloede, Evanston, Ill.  
No. 661—Nov. 3, 1917. Delphinium Grace Darling, by Richard F. Gloede, Evanston, Ill.  
No. 662—Nov. 3, 1917. Delphinium Evanston, by Richard F. Gloede, Evanston, Ill.  
No. 664—Nov. 3, 1917. Delphinium Ray, by Richard F. Gloede, Evanston, Ill.  
No. 663—Nov. 3, 1917. Delphinium Mrs. D. C. Presler, by Richard F. Gloede, Evanston, Ill.  
No. 664—Nov. 3, 1917. Delphinium Mrs. D. C. Presler, by Richard F. Gloede, Evanston, Ill.  
No. 665—Nov. 3, 1917. Delphinium Miss Gertrude Lane Mogee, by Richard F. Gloede, Evanston, Ill.  
No. 666—Nov. 3, 1917. Delphinium Richard F. Gloede, by Richard F. Gloede, Evanston, Ill.  
No. 667—Nov. 3, 1917. Delphinium Mrs. Cody Hoops, by Richard F. Gloede, Evanston, Ill.  
No. 668—Nov. 3, 1917. Delphinium Little Bob, by Richard F. Gloede, Evanston, Ill.  
No. 669—Nov. 3, 1917. Delphinium Charles Speed, by Richard F. Gloede, Evanston, Ill.  
No. 670—May 18, 1918. Fern Anthony Wayne, by Lanternier Florist, Fort Wayne, Ind.  
No. 671—June 1, 1918. Hydrangea Mrs. Woodrow Wilson, by Frederick H. Dressel, Weehawken, N. J.  
No. 672—Aug. 17, 1918. Rose Premier, by E. G. Hill Co., Richmond, Ind.  
No. 673—Aug. 17, 1918. Rose Victor, by E. G. Hill Co., Richmond, Ind.  
No. 674—Aug. 17, 1918. Rose Golden Rule, by E. G. Hill Co., Richmond, Ind.

- No. 675—Aug. 17, 1918. Rose Mme. Butterfly, by E. G. Hill Co., Richmond, Ind.

The amendment to the Bylaws covering plant registration upon which you are called to vote at this Convention, is designed to correct a common misunderstanding in regard to what should properly be considered a "new" plant.

#### Necrology.

We have lost through death:

- F. C. Bartels, Rocky River, O., Sept. 15, 1917.  
John A. Valentine (Life), Denver, Colo., Oct. 15, 1917.  
Wm. Nilsson (Life), Woodlawn, N. Y., Oct. 22, 1917.  
E. A. Beaven, Evergreen, Ala., Oct. 22, 1917.  
Thor Zetlitz, Lima, O., Dec. 1, 1917.  
Christian Eisele, Philadelphia, Pa., March 1, 1918.  
Joseph Heacock, Wyncote, Pa., March 18, 1918.  
J. Harrison Dick, New York, N. Y., March 25, 1918.  
J. B. McArdle, Greenwich, Conn., April 29, 1918.  
John Satterthwaite (Life), Denver, Colo., June 9, 1918.  
Thos. Thompson, Santa Cruz, Cal., June 13, 1918.  
J. Van Lindley, Pomona, N. C., June 13, 1918.  
Wm. H. Evans, Colorado Springs, Colo., July 10, 1918.  
James Dean (Life), Freeport, L. I., N. Y., July 16, 1918.  
John Berry, Denver, Colo.



### Secretary's Financial Statement— January 1st to July 31st, 1918.

January 1st—Balance on hand....	\$4.75
Dues 1915—3 at \$3.00.....	9.00
1916—16 at 3.00.....	48.00
1917—52 at 3.00.....	156.00
1918—82 at 3.00.....	2,466.00
1919—10 at 3.00.....	30.00
1919—On account.....	1.00
Fees and dues, new members 192 at \$5.00.....	2,010.00
Fees, life members—27 at \$25.00....	675.00
Rebate, National Flower Show Office Furniture.....	94.75
	<hr/>
	\$5,674.50
REMITTED TO TREASURER.	
Permanent Fund.....	\$675.00
General Fund.....	4,999.50
	<hr/>
	\$5,674.50

### TREASURER'S REPORT

Treasurer Hess then presented his report, of which the following is a summary:

Ended with July 31, 1918.

Balance on hand Dec. 31, 1917, Gen. Fund..	\$10,244.61
Receipts.....	3,198.89
	<hr/>
	\$22,443.50
Perm. Fund.....	\$23,941.19
Receipts.....	1,112.50
	<hr/>
	\$25,053.69
Natl Pub. Campaign...	\$7,308.40
Receipts.....	22,248.08
	<hr/>
	\$29,556.48
Grand Total.....	<hr/>
	\$77,053.67

### DISBURSEMENTS.

Gen. Fund, as per list attached.....	\$6,916.35
Natl Flower Show, as per list attached....	2,053.98
Natl Pub. Campaign, as per list attached..	29,176.48
	<hr/>
	\$38,146.81
Balance on hand in all funds July 31, 1918..	\$38,906.86
J. J. HESS, Treasurer.	

Treasurer Hess moved the adoption of the following, which was carried unanimously:

**RESOLVED.** That the permanent fund at People's Bank, Buffalo, and Citizen's Bank, Pittsburgh, be transferred to the general fund to reimburse the ten thousand dollars expended for Liberty Bonds.

Irwin Bertermann then paid a graceful tribute to the charms of womanhood and her great services and characterizing Mrs. W. F. Gude as a mother of the Florists' Telegraph Delivery, presented beautiful floral offerings to Mrs. Ex-President Vincent and Mrs. Gude. Then followed the report of W. F. Gude as Washington representative.

### REPORT OF WASHINGTON REPRESENTATIVE.

During this last year, notwithstanding all the obstacles thrown in our way by the everlasting word "non-essential," I am happy to report to this organization that the florists of the District of Columbia have had the most successful year in the entire history of our business careers. While we have had heatless Mondays in Washington as frequently as have others, we found, after a rigid adherence to the rulings that the business did not suffer to an appreciable degree. There may have been a few patients in hospitals who would have liked, but were unable, to have flowers sent them by friends; there may have been burials which were flowerless through neglect to order on Saturdays (Sunday being a holiday);

still with all this there was inspired a spirit of ardor in the people who would have bought flowers to buy more and also to "talk" flowers.

Again, of the persons employed in our business, we are proud and happy to say that twenty-seven of them are in uniform, and that their places are open to them as long as Gude Bros. have a dollar left to pay their wages, God willing that they return, for which we hope and pray. Five members of our own families wear the khaki, and when it is recalled that there are but six male heirs, the proportion is one of which to be proud.

### Coal.

Among the war activities in Washington since our last session, there have been many problems to confront the S. A. F. & O. H., some of them having reached your representative there. Not the least of these was the coal situation of 1917. Many of our members (and many florists who should be members) only too well remember the hardships we went through during the winter of 1917. Right here let me say through our national society that anywhere from five hundred to one thousand per cent, more members would join (it is reasonable to suppose) if we could only educate them as to what it means to belong to the S. A. F. & O. H. By this, it is meant that a great many inquiries come to the Washington representative from non-members who, apparently, were left out in the cold—literally—and eventually were helped by officers of our organization.

In November, 1917, many inquiries poured in, such as "how much coal can I have?" "What will the Fuel Administration do with me, as I have bought all my coal and have it on the place?" "I have no coal at all, and if the Fuel Administration does not give me coal I will freeze out." "If I had just one car of coal, I might be able to pull through." "After being in business for forty or fifty years, the Administration has denied me a car of coal, and the denial means my ruin," and many more statements like these. "What size of coal will I be permitted to burn?"

Gentlemen, your Washington Fuel Administrator has a limited amount of patience. After the United States Government regulations are planned to win this war first and all the time, and these rules and regulations are published in all the trade papers, is it any wonder that an editor of one of those papers should say, "Why subscribe, if you won't read?" and "If you are a florist, why not subscribe to the papers?"

Gentlemen, it is up to you. You have one of the grandest professions on the face of the earth, and one, we claim, is an essential. Read your trade papers. If you do not have them to read, subscribe to them. It will save your fellow florists many hours of useless correspondence, your editor many paragraphs of useless expense, and yourself much anxiety and, perhaps, embarrassment.

If there is anyone present who knows of an inquiry that the Washington representative has not answered forthwith in the shortest possible time, now is the time to speak.

In connection with the Coal Commission, the trip to Washington in May was one of the most pleasing incidents in our history. The Society of American Florists and Ornamental Horticulturists met on the grounds of the United States Botanic Garden. Present to receive the officers and members of our organization were leaders of the American Nation, including such men as Champ Clark, Speaker of the House; Hon. William A. Rodenburg, a soldier from "over there;" Senator Miles Poindexter, Chairman of the Senate Committee on Public Grounds and Library; Hon. James L. Slayden of Texas, the president of the S. A. F. and O. H., and the Washington representative. To aid and entertain this distinguished gathering, Major General MacGinty sent his army band from Camp Meigs to furnish music during the entire afternoon. On that memorable day, at sunset, with the shadow of the magnificent historic trees athwart the greensward, the Capitol silhouetted against the blue sky, the Red Cross nurses in their spotless white gowns, those present witnessed a picture that will linger forever in their memory, and one that is an everlasting tribute to the profession, because a florist conceived the idea of having this splendid gathering on these historic grounds. Too much credit can not be given our fellow director, Mr. George W. Hess, Supt. of the U. S. Botanic Garden, for his ever-ready and willing cooperation in all that pertains to the uplift and welfare of our profession. At the time of this meeting, the hundred million dollar Red Cross drive was under way, and it was George Hess who suggested that it would be a wise and good thing for the florists to go on record in an official way as boosting this splendid effort of the Nation. While several hundred dollars were thrown in at this gathering, and while many thousands of dollars had been collected from the sale of flowers in the Capital during this drive, no incident showed a more patriotic spirit than that furnished by one of the Red Cross girls. She had in her possession a United States half-penny, given her by a brother to sell—if she could dispose of it for anything above its face value. While she and other ladies were selling flowers (donated by the Washington florists) they approached the writer, told of this coin and stated that the Red Cross might have the proceeds of its sale. The writer took the matter up at once; within five minutes an auctioneer in the person of William H. Siebrecht, Jr., of Long Island City, was on the job. After proper introduction and explanation the bidding started at seven dollars for the half penny, and the bidding between the Messrs. Piersons (Wallace R. of Cromwell, Conn., and Frank R. of Tarrytown, N. Y.) became so spirited that the coin finally, as the property of F. R. Pierson, netted the Red Cross fund a large sum.

Just as these lines are dictated, your representative is advised that lily bulbs, in the ruling of July 11, shall include all bulbs from Bermuda. They must, of course, be shipped via the S. S. Charybdis, according to the July 11 ruling.

During the week of May 27, we ar-



ranged to meet with the Federal Horticultural Board in its sessions, which lasted all day. At three o'clock in the afternoon, the sub-committee adjourned and proceeded to the War Trade Board for a lengthy conference with Mr. Thomas W. Slocum, who presented some other interesting officials and had explained to us shipping conditions of the world in a brief but comprehensive way.

August 2nd a large truck from River-ton, N. J., backed up to the greenhouse on the south side of Maryland avenue. Despite the length of the run, and the fragile nature of the load, not a single plant was injured, nor a pot broken. This achievement is worthy of note in this report, as for efficiency, quality and service it stands out as an example to the florists and gardeners of the country. (Especially is it an example to the man who says "it can't be done," and is interrupted in his saying it by some live wire coming along and doing it.) It is also another of the events now crowding thick and fast upon us which demonstrate the rapidity of the times in which we live. The delivery of these plants in the manner outlined above would have been impossible a few years ago, but now seems to be but an incidental part of the system of a firm whose motto for years has been "Quality, quantity and service."

I am glad to report floral cultural progress at the Arlington Experiment Farm, under the able supervision of Prof. F. L. Mulford.

Continued progress with the rose garden can be recorded. The plants came through the winter in good condition and have bloomed this year better than ever before. One hundred and twenty-two varieties have been added to the collection this year. Interest in the garden seems to be on the increase. An official visit of the American Rose Society was made on May 27 at the time many S. A. F. members were in the city attending important hearings. About 30 out-of-town visitors were there. The date was set ahead suddenly at the last moment to enable those attending the other meetings to be present. The garden was in show condition for three weeks following the official visit. After the official inspection and a lunch, a visit was made to the Twin Oaks rose garden at the invitation of Mrs. Chas. J. Bell, daughter of the late Mrs. Gardener Hubbard, where welcome refreshments were served. A visit was also made to the Botanic Garden later in the day, where our fellow-member, George W. Hess, received us.

A rather full report of the rose garden was published in the American Rose Annual for 1918.

The peony test garden has made a good growth this summer. But few varieties were added last fall and this spring, but there are several promised for this fall. Most of the varieties in the garden bloomed this season and next year a good reading should be obtained of their behavior. All peony lovers should take an active interest in this garden and push the acquisition of the varieties.

There is the nucleus for a good collection of iris at the Arlington Farm. There are now 250 varieties in it. As

there is no society to push this attractive flower, it is necessary that individual growers get in touch with the Department and try to further this work.

Breeding and testing of outdoor chrysanthemums with the object of obtaining hardy early-flowering types for the most northern states continues. Sixty-three varieties have been saved out of last year's seedlings and 500 additional seedlings were grown this year.

Breeding for a yellow carnation continues, as well as investigations of some of the problems of the greenhouse production of roses.

Dr. Van Fleet is continuing the work of breeding roses, freesia and other work of interest to florists, while Dr. Griffiths is continuing the work with the Holland bulbs, Bermuda lilies and other such plants, with results suggesting conclusions of importance to florists.

An especial plea is made to all interested in the plant collection to communicate with F. L. Mulford, Horticulturist, Department of Agriculture.

Too much praise cannot be given to the Commanders of our Camps and War Hospitals in and about the city of Washington for their untiring efforts to beautify the grounds and provide plants and flowers for the sick and wounded. Especial mention should be made of Col. W. T. Truby, in charge of Walter Reed General Hospital, and also Major-General MacGinty, in command of Camp Meigs. These men have done wonders in providing beauty and fragrance in the shortest possible time and every encouragement should be extended to them, especially in these trying times.

The reports of State Vice-presidents were considered as read. All the amendments were adopted unanimously, also an appropriation for committee on school gardens. The Cleveland Florists' Club extended an invitation and Cleveland was unanimously selected for the 1920 convention city.

W. A. Manda paid a kindly tribute to Ex-President William J. Stewart and moved that a telegram of greeting be sent expressing hopes for his speedy restoration to health.

An association service flag is to be purchased, on motion of Joe Hill of Richmond, Ind.

A letter from Mrs. R. E. Darbee strongly commended the society's publicity work.

George A. Kuhl sent regrets of self and wife, whose illness prevented attendance.

A letter from Frederick R. Newbold was read appealing for aid in maintenance of four motors presented by the New York Florists' Club and New York Horticultural Society last spring to the American fund for French wounded and an appropriation of five hundred dollars was unanimously voted.

Ex-President Hill made remarks congratulating the society on its financial condition.

The report of the Tariff and Legislation Committee by Chairman Gude was read and that portion referring to fuel was laid over for discussion when the Fuel Commissioner of Missouri should visit the convention, Thursday afternoon.

## REPORT OF COMMITTEE ON TARIFF AND LEGISLATION

Wm. F. Gude, Chairman.

At the outset, I want to say that your committee has worked on all legislation affecting florists and their allied interests, since our last annual meeting. How well they have succeeded remains for the members of the S. A. F. and O. H. to judge.

We could easily present a report here today covering many many pages, if we were to incorporate the hundreds of letters and thousands of requests that came to the committee, particularly with reference to the coal situation, which, as many of us know to our sorrow, succeeded in putting quite a number of florists out of business during the past winter, and, unless conditions change very materially, will put many more out next season. However, let me assure every member of the S. A. F. and O. H. and every other florist that it is not the desire of the United States Fuel Administration to put any industry out of business or see any business ruined, but it does expect every person burning fuel to grow flowers to do their bit toward winning the war. To this end, it behooves every florist in the United States to do his utmost in co-operation with the Fuel Administration in Washington. Conditions, of course, vary materially with locations. For instance, where coal would seem to be most plentiful and the least needed (in such a state as Alabama) it became necessary, to conserve the war industries, to put an absolute embargo on all coal consumption unless used directly in the interest of such war industries. West of the Mississippi River, where coal seems to be ample and transportation in good shape, there is a reasonable hope that the florists in general will be able to secure one hundred per cent. of their fuel. In the states of Indiana and Illinois we are now assured they will be permitted to use their full one hundred per cent. of fuel, provided they make arrangements to burn cheaper coal or fuel above their fifty per cent. allowance. Of course, as we all know, on the Atlantic Seaboard, there will be great difficulty this coming winter in securing the 50 per cent. coal allotted unless conditions change very materially. The demands for war supplies from Richmond Va., to Maine, and as far west as the Alleghany Mts. is so enormous, and the consumption by war industries is so large that any institution not directly interested in war manufactures cannot hope for more than fifty per cent. of coal and *should be well satisfied if they can secure that.*

During the past month there have been hundreds of inquiries of all kinds addressed to your committee on tariff and legislation, all of which have been cheerfully answered, and answered as promptly and completely as possible, under existing conditions.

The most serious situation confronting the florists in the east was the ruling under consideration by the Fuel Administration of Washington denying florists any coal for the winter of 1917. The Board at that time took a stand, that flowers were non-essential,



and, therefore, should be denied coal. However, after many conferences by your committee, we succeeded in convincing them that flowers were essential to war work (as was evident by the enormous demand for them in France, England and our other allied countries, after three years of war) and, therefore, they should not be denied to the American people who were just entering the war at that time. Finally, the Fuel Administration agreed that we should curtail our consumption 33 per cent., and the order went out through the trade papers and through every official medium. This order, we are happy to say, was agreed to and carried out by the great majority of florists the length and breadth of our land. However, there were cases where the call came too late, and would have meant ruin to some of the florists to curtail 33 per cent., owing to the terrific winter that was on us at that time; a winter, which lasted longer than any cold spell any florist here can recall. In March of 1918, your committee was notified that the 33 per cent. reduction would not be sufficient, and for the fall of 1918 a fifty per cent. reduction at least would be in order. The Fuel Administration also stated that on account of the lateness of the season the matter would not be taken up until the middle summer or fall. Your committee, at once on the job, impressed upon the Fuel Administration that whatever the fuel allowance decided upon, the florists as a unit would stand by the Administration to help win the war, but that it was imperative, whatever the ruling, it should be made forthwith in March, or at least not later than April, so that the greenhouse owners could plan accordingly and plant their places to the best advantage. After this fifty per cent. curtail became known through the trade papers and the Washington office, your president, your secretary and the Washington office were bombarded with letters, telegrams and inquiries, wanting to know what to do and what it all meant. While the committee had done everything it possibly could for the coal situation, it seemed best to call a conference (which was done on May 28th) to go over the whole situation. Accordingly, the date was secured on which the Fuel Administration was willing to meet such delegations.

The whole situation was gone over, points that did not seem clear to some before were made as plain as possible, and, while the conference did not avail much at least it impressed upon the Fuel Administration that we were trying to look after our interests, and it also created a further assurance to the florists throughout the United States and Canada that their officers were doing all they could to further their interests by giving their time and money in trying to serve their fellow florists.

Since the May conference many other problems have arisen, some florists stating that they could get all the coal they wanted, and asking should they accept, and, if they did accept it could they burn it. Some wanted to know what kind of coal they could buy. Others were having trouble with their State Fuel Administrator and with their local fuel ad-

ministrator. Other florists wished to be placed on a priority list. People running greenhouses and burning thirty tons of coal claimed they would freeze out if they could not have their hundred per cent. And so we might go on, but as the war conditions are changing daily, as labor conditions are changing daily, and the transportation is changing daily, we must be prepared for these new conditions.

One of the finest achievements of the committee on tariff and legislation for the florists throughout the country was taking care of the so-called small grower in securing an official order from the United States Fuel Administration allowing any one using less than forty tons per annum his full one hundred per cent., and also allowing the use of other fuel if it did not interfere with war work.

The appointment of the United States Tariff Commission, a body for gathering information and suggesting recommendations, created to continue its operations for a considerable period of time; to make not one report, but a series of them. Members of said Commission are appointed for terms of 12 years, and in the act of establishing the Commission, Congress authorized a continuing appropriation.

In view of the establishing of the above Commission, it would be well for the members of the S. A. F. and O. H. to keep in mind the existence of this commission and from time to time forward to the Chairman of the Committee on Tariff and Legislation detail of all florists' troubles either in operation of the law or otherwise, in order that they may keep the commission fully advised of the requirements of the florists and horticulturists.

The following is the wording of the invitation of the Commission itself inviting information and suggestions.

"We welcome information and suggestions from all quarters and we shall not fail to give attentive consideration to everything that reaches us. Many problems and difficulties will suggest themselves to business men in their own experience which would be valuable to the Commission. Many views will present themselves which would escape notice unless freely brought to the attention of some co-ordinate body. We constitute a sort of clearing house for discussion and the gathering of information, and we welcome contributions from all quarters."

Your committee has had many other problems in the past few months, all of which were promptly dealt with and the findings given to the trade papers for publication in the shortest possible time so that all interested could promptly be advised.

The President's reception in the evening was as usual a very enjoyable occasion.

#### WEDNESDAY'S SESSION.

The first business on Wednesday morning was the nomination of officers for 1919. For president, L. Jules Bourdet of St. Louis nominated J. Fred Ammann of Edwardsville, Ill.; J. T. D. Fulmer of Des Moines, Ia., nominated A. L. Miller, Jamaica, N. Y. Mr. Miller declined. For vice-president, F. A. Friedley of Cleveland, O., nominated Robert Rahaley of Detroit and W. L. Rock nominated E. A. Feters of Detroit. R. C. Kerr of Houston, Texas, nominated John Young for re-election as secretary and

A. F. J. Baur of Indianapolis nominated J. J. Hess for re-election as treasurer. For directors the nominees were Joseph Hill of Richmond, Ind., by George Asmus; John A. Evans of Richmond, Ind., by R. C. Kerr; J. S. Wilson of Des Moines, by Fred C. Weber, Sr.; Chas. L. Baum of Knoxville, Tenn., by Joseph Manda, and C. C. Pollworth of Milwaukee, Wis., by Fred Lautenschlager.

An address on National Credits and Collections was listened to with much interest and upon conclusion was given a vote of thanks. The report of the committee on National Credits and Collections was presented by R. C. Kerr and the recommendations were concurred in. Letters were read from William J. Stewart, Ella Grant Wilson and Theodore Wirth. Michael Barker, John G. Esler and J. A. Peterson were appointed a committee on Necrology.

At the afternoon session on Wednesday the report of the committee on Publicity by Chairman Henry Penn was the first event.

#### REPORT OF PUBLICITY COMMITTEE.

Henry Penn, Chairman.

The first half of our National Advertising Campaign came to a close in June, so that I believe it is now time to review the work of the past six months and also consider what future action is deemed most expedient.

Our original plan called for an expenditure of \$50,000 for the first year, \$40,000 to be applied to national magazine advertising (omitting the months of July, August and September) and \$10,000 to cover the cost of the Promotion Bureau and other incidental expenses in connection with the campaign.

As we did not have \$50,000 on hand or promised at the time, it was not deemed wise to make any plans beyond June, and we instructed our advertising agency accordingly.

Sec'y Young will submit or probably has submitted a report showing the expenditures up to date, and the balance we now have on hand to carry on future publicity plans.

A brief survey of the advertising which has been done will, perhaps, not be out of place, although I believe most of our members are more or less familiar with our efforts.

The campaign as you know started off in February with a full page valentine advertisement in the Saturday Evening Post, and although it had to be considerably rushed to catch the issue, I am sure the advertisement was admirable in every way. That the results were extremely gratifying we all know.

The next most notable advertisement was the color page in the Metropolitan Magazine for July. Some doubt was expressed by some of our members as to the advisability of using this publication, but I am sure the secretary will bear me out that the replies received from this particular advertisement was overwhelming proof that it was carefully read by the public and that we got our first really inspirational message on flowers across.

On Mothers' Day we all experienced



# PROTECT YOURSELF NOW

## for DISH FERNS

FOR THE COMING  
FALL AND WINTER

We say "Protect Yourself Now." This is meant as a fair warning, as we shall be obliged, in order to conserve both fuel and labor, to greatly reduce our usual supplies of potted Ferns for the coming winter. There will not be enough to go around, hence the above suggestion.

We are in position at the present time to supply the varieties noted below in excellent shape for present potting, in flats of about 200 plants each, at \$2.00 per flat.

NOTE:—This is the old price which has ruled for more than a quarter of a century; there has been no advance.

ADIANTUM CUNEATUM	PTERIS DISTINCTION
ASPIDIUM TSUSSEMENSE	" MAGNIFICA
CYRTOMIUM ROCHFORDIANUM	" MULTICEPS
ONYCHIUM JAPONICUM	" OUVARDII
PTERIS ADIANTOIDES	" RIVERTONIANA
" ALEXANDRIAE	" WILSONII
" CRETICA ALBO-LINEATA	" WIMSETTI

Any of the above varieties at \$2.00 per flat. We cannot supply less than a full flat of a variety.

We also offer a limited stock of *Adiantum Hybridum*, *Cyrtomium Rochfordianum Compactum* in flats at \$3.00 per flat.

### DISH FERNS FOR PRESENT USE

We have a fine lot of choice varieties now ready to send out from 2¼-inch pots at \$5.00 per 100; \$40.00 per 1000. 250 or more will be supplied at 1000 rates.



FLAT OF ASPIDIUM TSUSSEMENSE

**HENRY A. DREER,** 714-716 Chestnut Street, **Philadelphia, Pa.**

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY.

another phenomenal demand for flowers—I used the word "phenomenal" in a most conservative sense, for we must consider the abnormal times we are living in, times when many people are dispensing with so-called luxuries, and who erroneously consider flowers as a luxury.

Again at Easter we saw the public respond to our appeals as never before in the history of our business—members in all sections of the country reported record-breaking sales. These three special occasions are conclusive proof to me that if we pursue our publicity plans consistently, we can have an Easter, Valentine, Mothers' Day and other occasions when flowers should be purchased, firmly entrenched in the hearts and minds of the American people.

But these were not the only times that the increased use of flowers were suggested to the American public. Smaller advertisements were used in the Saturday Evening Post, Metropolitan, Literary Digest, Good Housekeeping, Woman's Home Companion, Delineator, Garden Magazine, House & Garden, American Florist, Florists' Review, Horticulture and Florists' Exchange.

Each time we published an insertion in this combined list of publications, we reached six million people, and with all of the insertions we had from February to June we reached over thirteen million readers of these publications, impressing upon them in every case the importance of purchasing flowers for birthdays, weddings and other occasions, when ordinarily many people send as gifts or tokens of congratulation or sympathy, other gifts, when flowers would be more appropriate.

So much for our appeal to the public. I wish I could speak as encouragingly about our appeal to our members for supporting this great movement, but alas I cannot.

In the early stages of the campaign, that is, before the Valentine page appeared in the Saturday Evening Post, a call for co-operation was sent broadcast, both to our members and non-members, one urging subscriptions to the publicity fund, and the other urging florists to join our society. About two months later another "broadside" appeal was put in the mails, but again our efforts did not receive the support they surely deserved.

It is somewhat discouraging to think that so few of our members have subscribed to the Publicity fund. If ever there was a time when our business needed publicity it is right now, in view of the tremendous increase in wages among the class of people who are prolific spenders when educated as to what they should buy.

Our slogan, "Say it with Flowers,"

has taken hold in great shape, and I feel confident that its persistent use in national and local florist advertising is going to sell the American people more flowers. I have had an opportunity to discuss the general result of our six months advertising with florists from different parts of the country, and I have yet to find a man who didn't say that he has benefited—benefited materially—from the publicity thus far undertaken.

What of the future? We are in the midst of a business crisis which is going to put men to the test—a test that will show the survival of the fittest and deal ruthlessly with those who hesitate or display pessimism.

I realize that the Government placed certain restrictions on our industry, but that doesn't mean we are going out of business. I submit that

### Large Specimen Colorado Blues, 10 to 20 feet

" " Norway Spruce, " "

Norway Maples, Pyramidal Arbor Vitae, Rhododendrons.

Fruiting size Apples, Pears, Cherrys,

Quinces, dwarfs and standards.

Bay Trees, standard and pyramids.

**WILLIAM BRYAN, Elberon, N. J.**

### HONEYSUCKLE

Pot grown 6-in at \$25 per 100

### Euonymus Radicans Variegated

Pot grown 4-in at \$15 per 100

**A. L. MILLER**

JAMAICA, N. Y.

### TRUE SCOTCH HEATHER

(*Calluna vulgaris*)

Pot grown Plants for Immediate

Planting

2½ in. pots, \$2.50 per 10; \$20.00 per 100

3 in. pots, \$3.00 per 10; \$25.00 per 100

### CORNISH HEATHER

(*Erica vagans*)

3 in. pots, \$3.00 per 10; \$25.00 per 100

*Hypericum calycinum*, Bearberry,

*Pachysandra*, 2½ in. pots.

Send your orders now and your plants will be established by fall.

**Eastern Nurseries, Inc.**

HOLLISTON, MASS.

**IF in need of RELIABLE NURSERY STOCK**  
that is well grown, well dug and well packed

**Send to the BAY STATE NURSERIES**

Wholesale and Retail

**NORTH ABINGTON, MASS.**



# Good Stock and Good Treatment

always at

## J. A BUDLONG'S

184 North Wabash Avenue, Corner Lake Street, CHICAGO

ROSES, VALLEY  
and CARNATIONS  
SPECIALTIES

WHOLESALE  
GROWERS of

## Cut Flowers

Prices  
as  
Low  
as the  
Others

Quality  
Speaks  
Louder  
Than  
Prices

### Special Attention Given to Shipping Orders

As we are large growers of cut flowers, the same insures your orders being filled with absolutely fresh stock. We can take care of rush orders. TRY US.

the more you educate the general public to the value of flowers, aye, to the necessity of flowers in every day life, the greater our business is going to become; any tendency to restrict its development will lessen that much. The notion of a great part of the public which maintains that flowers come under the head of luxuries is misguided, and is due solely to lack of education on our part.

I believe we can accept it as the general policy of our Government to interfere just as little as possible with any industry—even when it comes under the heading of a luxury. Our lawmakers realize that the successful prosecution of the war and the raising of great loans toward that end, depends absolutely on the general prosperity of our people or their uninterrupted employment at high wages.

We are beginning to discount the many wild rumors which flaring newspaper headlines heralded regarding taxation and confiscation of industries. Canada passed through the same experience in the early stages of the war, so did England, but as soon as our economists began to analyze this and that business they very soon found out that the wiping out of one business, apparently needless in itself, affected a long string of other industries with the result that the most minimum restrictions were desirable. So I say that many of us have been unduly pessimistic regarding the future of our business.

We have shown what America speeded up to can do in everything it undertakes, and just as we have solved the shipbuilding problem, the ammunition problem, the raising of a great army and so on, so I am confident that we will solve the coal problem which is the one that most vitally affects us.

Goodness only knows we have enough sadness and cruel war news in our daily press. The people need stimulating influences now more than ever, and flowers surely come first in

that category. Sell them flowers now and not only keep our business going but give it a tremendous boost later.

I would like to see our Society show the same spirit as the Washburn-Crosby Co., who in a \$10,000 color page on the back of the Saturday Evening Post had the courage to run that famous slogan, "Eventually—Why not Now?" when they hadn't a barrel of Gold Medal flour to sell the public. This is only one of the many courageous examples that are now appearing in our national press.

True, our contributions have not materialized as we expected, despite the hard work of Secretary Young, George Asmus, Chairman of the Finance Committee, and several other broad-minded members who undertook the thankless task of collections, but I am sure if you could see the opportunity that is before us through the medium of publicity, that every member would subscribe to the limit of his resources as a business investment.

Let us show the American public that the florists of this country are far from being "quitters"—that once they put their hand to the plow, there is going to be no turning back—that we intend to stick to our guns despite restrictions—that we intend to talk to them on flowers frequently during and after the war, and keep our business going as best within us lies.

I like to look upon this publicity work in a much broader way than as a means for selling flowers, though we have proved the tremendous value of national advertising in this connection, but we haven't scratched the surface in our efforts to interest the American people in our business. We will need public good will in large measure after the war and this is the time of all times when we should be laying the foundation for that good will which will teach the American people the importance of the florist business, with all the money, energy and labor that is invested in the industry.

People's buying habits are changing

fast. A few years ago it was only the well-to-do who ever came into a florist's, but now the masses are patronizing us more and more, and if we stick to our publicity persistently, we will have the masses with us solidly, and every branch of our business will see a still more tremendous growth after the war.

But we must get in our hard work now while the general public is prosperous, open to conviction and ready to buy more merchandise than the country is able to produce. The production of flowers and plants, of course, is costing much more today, but my belief is that national advertising will create such a demand for flowers, that we can adjust our prices to meet the increased costs of production, and decrease in volume of goods available for market due to governmental restrictions. Let us spend every penny we can possibly raise this fall in national advertising so to keep up with the demand for flowers, and build up a prestige for the future which is bound to benefit every member of our Society.

The reading of the report was followed by a lively discussion. A strong speech was made by J. Fred Ammann advocating that there be no let-up of the publicity activity. In time of war prepare for peace and when peace comes it will bring business. Additional subscriptions to the publicity fund by members present totalled \$750.00 Major O'Keefe of Boston also made a telling address on the subject of Advertising and received a vote of thanks as did also Henry Penn.

In closing the report of Wednesday's proceedings we would call attention especially to the unselfish broad-minded act of A. L. Miller in declining to enter the contest for the honor of the presidency. Mr. Miller felt that two men from practically the same neighborhood should not directly follow each other in that position. A very creditable attitude.

Secretary Young spoke in high terms of the work done by J. H. Pep-

# Poehlmann Bros. Supply Department

Every year the retail florist who would be successful must add the newest novelties to his stock.

**Don't forget our line of Supplies for all purposes is  
Complete in every detail**

WE manufacture BASKETS, WIRE DESIGNS and NOVELTIES, and prepare magnolias, cycas and oak leaves in our own factories, so you are assured of getting practical things that your customers will want.

*Visitors are Always Welcome*

Open until 9.00 p. m. on Saturday, but closed all day Sunday

## Poehlmann Bros. Company

Send All Orders for Cut Flowers and Supplies to  
CITY STORE

**72-74 E. Randolph St., CHICAGO**

L. D. PHONE, RANDOLPH 35

Send All Orders for Plants to Greenhouses

**P. O. Box 127, MORTON GROVE, ILL.**

L. D. PHONE, MORTON GROVE 31-J  
City Buyers Use ROGERS PARK 684. No Toll from Chicago.

per on Publicity and other important matters as assistant to the secretary in his office.

### ELECTION OF OFFICERS

On Thursday morning the election of officers took place. There being no contest in the case of either President, Secretary or Treasurer, J. Fred Ammann of Edwardsville, Ill., is elected unanimously as President for the year 1919 and Messrs. John Young and J. J. Hess are chosen to succeed themselves in the office of Secretary and Treasurer respectively.

During the voting hour the report of the Judges in the Trade Exhibition and a discussion on Present-Day Cost of Production, opened by C. H. Totty, occupied the time profitably.

E. A. Fettes of Detroit, Mich., was elected vice-president and Joseph H. Hill of Richmond, Ind., and C. C. Pollworth of Milwaukee, Wis., were elected directors.

Account of later proceedings will appear in our issue of next week.

### FLORISTS' TELEGRAPH DELIVERY ASSOCIATION.

The meeting of the F. T. D. on Tuesday morning was enthusiastic and well attended. Mr. Bourdet introduced F. C. Meinhardt who welcomed the visitors to St. Louis. Irwin Bertermann made a strong, optimistic address, congratulating the association on the progress made, two and one-half million dollars of florists telegraph delivery business yearly bene-

fitting all lines in the florist industry. President Gude made a stirring address full of sentiment, poetry of flowers and floral remembrances and invited all to attend Florists' Telegraph Delivery Convention in Cleveland on October 8th next. Secretary Pochelon made pertinent suggestions and emphasized the advisability of a credit clearing house and prompt payment of bills, preached co-operation, increase of membership and avoidance of petty jealousies. Fred C. W. Brown of Cleveland told of the work of the committee in selecting the best emblem design of one hundred and eighty-seven sketches but wished the association to make an untrammelled choice, final decision to be made in October. Irwin Bertermann paid tribute to the work of the officers of the Florists' Telegraph Delivery and referred to the death of Ex-President Valentine, proposing a silent tribute with bowed heads. President Gude brought up an important suggestion in reference to floral remembrances to relatives, the victims of casualties in the service. George Asmus told how in Chicago memorial services were conducted in home or church. The present war offers great opportunities for development in this respect. He suggested that creditors, when bills are delinquent, be put under a penalty if they do not report same to the secretary as a matter of self protection. A. R. King of Winnipeg told how the floral remembrance

idea to relatives of wounded soldiers had been successfully carried out in Canada and much business done. It had been taken up in churches and is going to have a lasting effect upon the florists' business. R. C. Kerr of Houston told of the work of interesting the Red Cross to present flowers to families of killed or wounded for which a plan is now being perfected. He also talked on the work of credits and collections committee and on publicity work. A. R. Green of San Antonio suggested placing a minimum amount on telegraph delivery orders, which was generally discussed, but the consensus of opinion was opposed to the suggestion. Max Schling strongly championed a broad treatment of the subject and made valuable suggestions for further elaboration. Secretary Pochelon urged members not to despise small orders but at same time to encourage larger orders, many interesting experiences narrated proving the benefits from a liberal treatment of customers. President Gude made a rousing appeal for a big attendance at the October convention in Cleveland. Secretary Pochelon urged taking in associate members, congratulated the membership on its liberal contributions to the publicity fund and suggested that the S. A. F. be asked to contribute one thousand dollars yearly to the F. T. D. and to add fifteen hundred dollars contribution to the Publicity Fund. C. P. Mueller of Wichita, Kans., gave encouraging reports of successful F. T. D. business. President Gude thanked Messrs. Weber of St. Louis for beautiful floral offerings. The



convention adjourned with three cheers for President Gude.

#### FLORISTS' HAIL ASSOCIATION OF AMERICA.

The annual meeting of the Florists' Hail Association was held on Wednesday forenoon, August 21. The old officers were all re-elected, including those directors whose term expires this year. J. S. Wilson of Des Moines, Ia., was elected director to fill the unexpired term of the late J. A. Valentine.

##### Summary of Secretary's Report.

The report in detail shows an insurance upon 43,729,269 sq. ft. of glass.

The number of members at date of closing this report is 1589.

The total receipts for the year ending August 1, 1918, and including last year's balance, as per Treasurer's Report, were \$58,161.01.

The total expenditures, as per Treasurer's Report, for the year ending August 1, 1918, were \$38,715.96.

The cash balance on hand is \$19,445.05, of which \$1,251.25 belongs to the Reserve Fund.

The Reserve Fund now amounts to \$44,251.25, of which \$43,000 is invested in Liberty and Municipal Bonds, and \$1,251.25 in the hands of the treasurer.

The amount of interest collected on bank deposits for the year is \$239.78.

The amount of interest collected on Reserve Fund investments is \$1,930.

Two thousand six hundred and seventy-five losses have been adjusted since the organization of the F. H. A., involving a total expenditure of over \$435,000.

An equivalent of 83,315 sq. ft. of single thick glass was broken by hail during the past year, for which the Association paid \$4,165.73. An equivalent of 364,102 sq. ft. of double thick glass was broken, which cost the Association \$25,487.18.

A few notifications of losses are the only liabilities of the Association.

Notwithstanding unfavorable trade conditions, the Florists' Hail Association has increased its area of glass insured by over 700,000 sq. ft., and its members have reason to congratulate themselves upon the handsome balance in the hands of the treasurer, and the strong condition of the Association's Reserve Fund, which is the back-bone and strength of the Association.

##### Summary of Treasurer's Report.

Dr.

To balance received August 1, 1918.	\$9,932.01
To check received July, 1917, undeposited on August 1, 1917....	12.12
To total receipts August 1, 1917, to March 18, 1918.....	17,792.71
To total receipts March 18 to July 29, 1918 .....	30,424.17
	<hr/> \$58,161.01


Cr.

By expenses paid August 1, 1917, to July 29, 1918.....	1,777.56
By losses paid August 1, 1917, to July 29, 1918.....	12,697.01
By expenses paid March 18 to July 29, 1918.....	2,785.49
By losses paid March 18 to July 29, 1918.....	16,955.90
By investment, 2 Liberty Bonds..	2,000.00
By payment of loan to Rittenhouse Trust Co.....	2,500.00
By balance on hand at Rittenhouse Trust Co. \$19,444.53	
By cash on hand.....	.52
	<hr/> 19,445.05
	<hr/> \$58,161.01

# The B-U-Y Word

Z M  
E A  
& N  
C N  
H N

FOR  
QUALITY  
AND  
SERVICE

 We are Wholesale Florists Doing a Strictly Wholesale Business.

Long Distance Phones { Central 3283  
Central 3284  
Automatic 42-965

30 E. Randolph St. - - Chicago

## Obituary

### Mrs. Anna Millang.

Mrs. Anna Millang, widow of Frank Millang, a pioneer New York florist, died at her home, Bayside, Long Island, N. Y., August 16, aged 86 years.

### Frank A. Coyle.

Frank A. Coyle, of Philadelphia, died on the 19th inst. He was not connected with the trade but was well known to many in our business from his connection with the municipal departments of the city of Philadelphia, and from being a close friend of Commodore Westcott and a favored visitor at the latter's Waretown parties. A splendid man and a fine citizen prematurely cut off.

### Mrs. George Wittbold

In the death of Mrs. Geo. Wittbold, the trade loses one who has been connected with the florists business in Chicago for over half a century, and who leaves four sons all active in the work. Mrs. Emma Wittbold was born in Hanover, Germany, 77 years ago, coming with her parents to this country when a child. When twenty-two years of age she was married to Geo. Wittbold one of the pioneer florists of Chicago, whose first greenhouses were built on the present site of the Plaza Hotel. Mr. Wittbold was employed in the King's garden in Hanover and was one of the Germans who left that country to seek better con-

ditions over fifty years ago. After selling the south side property they bought the Buckingham place at 3319 N. Halsted street which has been Mrs. Wittbold's home for 40 years and she passed away after only a few hours illness on Saturday, August 17. She leaves four sons—Henry, Fred, Louis and Otto and two daughters, Mrs. Fletcher James and Mrs. Henry Nave.

The funeral was held at the family home at 3319 N. Halsted street on Tuesday and interment was at Grace-land.

## PUBLICATIONS RECEIVED.

National Chrysanthemum Society of Great Britain. Schedule of Prizes for 1918. Exhibition set for September 28. The annual floral meeting will be held in conjunction with the Royal Horticultural Society meeting on Tuesday, Nov. 5.

The Carnation Year Book, 1918. Published by the British Carnation Society. A well bound and very creditable book, edited by J. S. Brunton. Contains a very interesting chapter by T. A. Weston, one on "Carnations, Past, Present and Future," by Montague C. Allwood, and one on "Smooth-edged or Fimbriated Petals," by G. C. Price, add to the value of the reports, lists of carnations registered since 1907, and list of members. There are several fine illustrations.

## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Belgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

### American Tomato Seed Desired in Mazatlan

(Consul W. E. Chapman, Mazatlan, Sinaloa, Mexico, July 1.)

On page 1078 of Commerce Reports for March 21, 1918, there appears a report on tomato production in Mazatlan, in which reference is made to losses due to inferior seed. As there is yet time for American seedsmen to collect good seed for export to this section of Mexico, it is desired to draw attention to the fact that tomato growers are becoming interested in the purchase of suitable seed for the approaching planting season, which begins the 1st of November.

The local manager of a large house interested in exporting tomatoes to the United States is planning to make a special trip thither to procure the best possible tomato seed possible for the planters whose tomatoes his house handles. He states it is his purpose to visit a few American seed houses and lay his needs before them while there is yet opportunity to collect good seed from tomatoes produced in the United States this summer, so that he may be assured of an adequate fresh supply of seeds.

It is estimated that some 700 hectares (1,730 acres) of land were devoted to tomato production last year; and that, owing to the success of that and the three prior crops which were raised for export to the United States, the area will be doubled this year. Manifestly it will be in the interest of American seedmen and of consumers in the United States of the Mexican west coast tomato crop—not only in the present but in future years—to take steps to collect good seed for export to this district. A trade in seed can be established this year which will be reasonably permanent and of increasing importance, and advantage should be taken of the opportunity which now offers for this business.

The American consul at Mazatlan, Sinaloa, Mexico, will take pleasure in supplying any interested American exporters of seed with a list of tomato growers in his district upon request; but in his replies to their inquiries will, in every case, insist upon good seed being furnished where orders are secured as a result of his efforts.

## PURITY FREESIA

### IMPROVED

While it is doubtful whether Paper Whites or Dutch Bulbs will arrive this season, The American Bulb Company has provided for an extra quantity of PURITY FREESIA BULBS.

Florists must have white flowers of sweet fragrance for funeral work, for baskets, and for general flower bouquets. FREESIA PURITY can be used and will easily take the place of Paper White Narcissus for the various occasions.

The FREESIA BULBS The American Bulb Company offers here were grown in the open by the finest grower in California. Start right; avoid buying bulbs that were forced in greenhouses or grown in lath houses.

Prices for well cured bulbs, F. O. B. Chicago, are as follows (no charge for packing):

Up to ½-inch.....	\$6.00 per 1000
Up to ¾-inch.....	9.50 per 1000
Large Jumbo Bulbs.....	18.00 per 1000
Mammoth Bulbs, over ¾ to 1-inch..	15.00 per 1000

## AMERICAN BULB COMPANY

172 North Wabash Avenue

Phone Randolph 3316

CHICAGO

### Redtop Seed Situation.

Reports received by the Seed Reporter indicate that the 1918 crop of redtop seed will not be so large as that of 1917. It is estimated generally that it will be about 50 to 60 per cent. of the normal crop. In the redtop section the dealers estimate their carry-over to be about 33 cars, and the carry-over by farmers to be two cars, based on "fancy" seed, or a total of approximately 1,000,000 pounds. The preliminary report on the survey of July 1 stocks in dealers' hands indicates a carry-over for the United States on July 1 of over 11,000,000 pounds, of which approximately 8,000,000 pounds is reported by dealers and shippers from Division Four, which includes the redtop producing section. These latter figures, however, may be somewhat incomplete as indicated in connection with the table published in this issue.

Reports from some scattered sections indicate that there has been some injury to the crop by hot weather, and that some of the seed will be "blasted." The quality of the seed generally, however, will be good and comparatively free from weeds, though possibly somewhat lighter in weight than that of 1917. The average yield is estimated at approximately 45 to 50 pounds per acre of "fancy" seed.

Only a small quantity of seed has been threshed. It is thought that the threshing of redtop seed will be considerably delayed because of the large crops of small grain to be handled, which will be threshed before the redtop. Nearly all of the redtop for seed has been cut and is now in stacks.

A few purchases from farmers have been made at approximately 12 cents a pound. Some dealers are inclined to think that lower prices will prevail later, while others believe that this price will remain firm. In some localities farmers have begun to form co-operative organizations to enable them to market their seed to better

advantage. A few sales of new crop seed have been made by jobbers at 13 cents a pound for "number 1 fancy." Old crop seed is being quoted at about one-half cent a pound less.

It is too early to know what the movement of redtop seed will be. Some believe that the increased cost of threshing will have a tendency to reduce the amount of redtop that will be threshed for seed unless a good price prevails.

The redtop section of Illinois is becoming more extended, especially south and southwest of the original district. Some new shippers and cleaners have engaged in the business during the last few years.

### New England Crop Report.

While July was hot on many days and became severely dry in some sections the outlook for crops as a whole is quite good. Hot, dry weather and aphids and the new blight "Phoma" have heavily damaged potatoes in Rhode Island, in parts of Connecticut, Massachusetts, and some blight is reported elsewhere. The unfavorable season makes corn a rather poor prospect, there being many fields of very poor stands and little corn. The grain crops are in excellent condition, although oats have lodged somewhat. The fields of wheat which one sees over New England, small though most of them are, are an interesting and reassuring sight. With present conditions and prices the farmers here can afford to grow wheat and the present outlook is that New England will have about 900,000 bushels this season—enough to help out substantially. The apple, pear and plum crops are generally light. Baldwin orchards and some other varieties were heavily damaged by low winter temperatures, and many trees have already died. Still others are partially dead and will be entirely so next year. Peaches are almost a complete failure, but blueberries are abundant generally.



## Onion Sets.

The harvesting of onion sets in the Chicago district has just commenced and it is too early to tell what the final crop will be. From present indications it is thought the crop will be considerably shorter than last year. On the South Side of Chicago, where about two-thirds of the sets in this district are grown, conditions are generally bad. The crop has been injured seriously by hail, maggots and disease. The average yield there is about three and one-half bushels to one pound of seed sown. On the North side conditions have been somewhat better and it is estimated that the yield will be about five bushels per pound sown, which is about a normal yield. The average for the entire district appears to be about four bushels to one pound of seed sown. The sets apparently are of good quality and if harvested under favorable conditions should keep well. Because of thin stands, there is more than the usual percentage of sets that run too large for commercial use and that are sold ordinarily for pickling onions.

The crop of onion sets in Oregon this year is short. It is estimated that the crop of brown and yellow sets will be about 35 to 40 per cent of normal and the crop of white sets about 15 per cent of normal. The estimated total production of onion sets for Oregon this year is from 500,000 to 600,000 pounds.

## Pea and Bean Crop.

The seed bean crop of Weld County, Colorado, is officially estimated 325,000 bushels with damage from blight and wet weather. Idaho seed peas estimated 46,200 acres, with probable yield generally 17-20 bushels per acre.

## Notes.

Milford, Conn.—The David H. Clark Co. has taken the contract for an addition at the plant of the Everett B. Clark Seed Co. The new building will be four stories high, 50x60 feet, of brick, mill construction, with a gravel roof. The cost will be \$20,000.

Information that will enable seedsmen and farmers to clear up confused ideas regarding the identification and uses of the bent grasses commonly grown in the United States is given in Bulletin 692, "The Agricultural Species of Bent Grasses," recently published by the United States Department of Agriculture.

## CATALOGUE RECEIVED.

Henry F. Michell Co., Philadelphia, Pa.—Wholesale Catalogue for July and August, 1918. Bulbs, Plants and Greenhouse Supplies.

## PATENTS GRANTED

- 1,270,071. Feeding Mechanism for Fertilizer-Distributors, Starley S. Swanson, Bellevue, Ohio.  
1,269,880. Hedge-Trimmer. W. H. Trowbridge, Newark, N. J.

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Giant Dark Red . . .	2.00	15.00	Giant Fringed White		
Giant Light Red. . .	2.00	15.00	(Rococo) . . . . .	3.00	25.00
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Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knobles Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Feters Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.

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St.  
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Mrs. H. B. Fearn and L. C. Hecock,  
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" " No. 1 and culls.....	6.00 to 10.00	6.00 to 10.00	12.00 to .....
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Euler, Mock.....	6.00 to 16.00	..... to .....	4.00 to 8.00
Arenberg, Hoosier Beauty.....	3.00 to 12.00	..... to .....	..... to .....
Ward, Hillingdon.....	3.00 to 12.00	2.00 to 4.00	2.00 to 4.00
Killarney, Key, Taft.....	1.00 to 8.00	..... to .....	2.00 to 6.00
Ophelia, Sunburst.....	6.00 to 20.00	2.00 to 8.00	4.00 to 8.00
<b>Carnations</b>	..... to .....	1.50 to 3.00	..... to .....
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Lilies, Longiflorum.....	..... to .....	..... to 12.50	10.00 to 12.00
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Lily of the Valley.....	10.00 to 16.00	..... to 6.00	..... to .....
Snaptadragon.....	..... to .....	..... to .....	..... to .....
Gladioli.....	1.50 to 4.00	2.00 to 6.00	1.00 to 4.00
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Dahlias.....	..... to .....	..... to .....	1.00 to 3.00
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Gardenias.....	..... to .....	..... to .....	..... to .....
Adiantum.....	1.00 to 1.25	..... to 1.00	1.00 to .....
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Asparagus Plumosus, & Spren. (100 Bchs.).....	35.00 to 50.00	25.00 to 35.00	50.00 to .....

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Headquarters for  
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Send for price list if you have not re-  
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## Flower Market Reports

Business has shown a **BOSTON** marked improvement the past week and summer dullness has certainly disappeared for the present at least. The condition of stock also grows better with each shipment received and on the whole the outlook has a bright and snappy look. Gladioli and asters are still supreme and overshadow nearly everything else but have shown a vast improvement as to quality and prices have advanced accordingly. Roses are still scarce, however, this being especially so with white Killarney and Ophelia. There has been a brisk demand for American Beauties and also lily of the valley with but a small supply of the latter to be had.

The dullest days of the **CHICAGO** year are now with us.

Trade is largely confined to funeral work though there are more demands for flowers for social events than is usual in midsummer. No one seems discouraged because business is dull for it is to be expected and there is not the utter stagnation that so often occurs. Good flowers are not too plentiful, the regular demand using up the best of each day's cut.

Business is tolerably **CINCINNATI** good. A sufficient amount of roses is coming in. Asters are a disappointment. But few are available and these are not any too good. Some carnations, however, are offered and they generally are snapped up quickly. Lilies are plentiful and have a good market. Gladioli continue in a good and large supply. A few dahlias may be had.

This market is over **CLEVELAND** supplied with gladioli, which can be bought at the purchaser's own figures. Asters are plentiful in the common grades but more of the better stock could be used. Roses are scarce and the stock arriving is quite small. A small supply of lily of the valley and orchids is being offered and sells readily. The cooler weather prevailing since Aug. 17 has improved the tone of business.

We are passing **NEW YORK** through the dullest period of the summer.

This week is the quietest of all. The market is not burdened with a large supply of any one thing in particular. Roses are in moderate supply most of them short stem and small, except a limited number of very excellent Scott Keys, better than any of the Beauties now in the market.

Chrysanthemums Golden Glow are showing up but no one seems keen about buying them. Shipments of gladioli and asters have decreased. Lily of the valley and orchids are scarce, particularly cattleyas.

Really first-class **PHILADELPHIA** stock was scarce last week, the torrid spell having run everything to



## ASTERS

In all lengths, assorted colors. Some medium and some extra good quality at \$2.00, \$3.00, and the choicest stock at \$4.00 per 100.

*Everything in Cut Flowers,  
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## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	<b>CINCINNATI</b> Aug. 19		<b>CHICAGO</b> Aug. 19		<b>BUFFALO</b> Aug. 19		<b>PITTSBURG</b> Aug. 19	
<b>Roses</b>								
Am. Beauty, Special	25.00	to 35.00	40.00	to 50.00	40.00	to 30.00	15.00	to 20.00
" " Fancy and Extra	15.00	to 20.00	35.00	to 40.00	10.00	to 20.00	8.00	to 10.00
" " No. 1 and culls	6.00	to 10.00	8.00	to 15.00	2.00	to 6.00	2.00	to 6.00
Russell	6.00	to 12.00	3.00	to 15.00	3.00	to 6.00	4.00	to 8.00
Hadley	6.00	to 12.00	.....	to 15.00	3.00	to 6.00	.....	to 10.00
Euler, Mock	6.00	to 12.00	.....	to 15.00	3.00	to 6.00	4.00	to 8.00
Arenberg, Hoosier Beauty	5.00	to 8.00	3.00	to 8.00	3.00	to 8.00	.....	to 10.00
Ward, Hillingdon	4.00	to 6.00	3.00	to 8.00	2.00	to 3.00	4.00	to 8.00
Killarney, Key, Taft	3.00	to 6.00	.....	to 10.00	2.00	to 4.00	4.00	to 8.00
Ophelia, Sunburst	4.00	to 8.00	.....	to 10.00	2.00	to 6.00	4.00	to 10.00
<b>Carnations</b>	.....	to 2.00	.....	to 3.00	1.00	to 2.00	1.00	to 2.00
Cattleyas	60.00	to 75.00	60.00	to 75.00	40.00	to 50.00	.....	to 75.00
Lilies, Longiflorum	10.00	to 12.50	10.00	to 12.00	8.00	to 10.00	10.00	to 15.00
Lilies, Speciosum	.....	to 10.00	.....	to 10.00	3.00	to 5.00	.....	to 10.00
Lily of the Valley	.....	to 6.00	4.00	to 5.00	6.00	to 8.00	.....	to 10.00
Snappdragon	.....	to 10.00	3.00	to 4.00	.....	to 10.00	.....	to 10.00
Gladioli	3.00	to 6.00	3.00	to 6.00	3.00	to 5.00	2.00	to 4.00
Asters	2.00	to 3.00	1.00	to 3.00	.50	to 2.00	1.00	to 3.00
Dahlias	3.00	to 4.00	.....	to 10.00	.....	to 10.00	.....	to 10.00
Calendula	.....	to 10.00	2.00	to 3.00	.....	to 10.00	.....	to 10.00
Sweet Peas	.25	to .35	.....	to 10.00	.25	to .40	.....	to 10.00
Gardenias	.....	to 10.00	.....	to 10.00	.....	to 10.00	.....	to 10.00
Adiantum	.....	to 1.00	1.00	to 1.25	.50	to 1.25	.75	to 1.25
Smilax	15.00	to 20.00	25.00	to 25.00	15.00	to 20.00	10.00	to 20.00
Asparagus Plu. & Spreu. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 75.00

a wilt, and affected size, quality and quantity. This was especially true of our August standbys, the asters and gladioli. In roses the situation was not quite so bad. Russell held her own very well and the new crop American Beauty improved considerably. This morning we notice a few specials on the market in addition to the three lower grades of Beauties mentioned in our last report. Among outdoor flowers the tritoma has made its appearance but there is little call for it as yet, the color and character of the flower making it more of an autumn foliage combination than an August subject. A few dahlias are to be seen. Even the chrysanthemum

puts forth its early feelers. A nice lot of them were to be seen at Niesens on Monday. The variety was Golden Glow.

Cool weather has had a revivifying effect on the flow-  
**PITTSBURGH** ers and the wholesalers are offering a better quality of flowers, but trade in general is slow and no great activity is looked for before September. Roses continue to come in good quality and sales are sufficient for a daily clearance. Good lilies are meeting a fair demand and in other stock fair and steady prices are maintained.

(Continued on page 207)



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MAURICE L. GLASS, Treasurer

Consignments Solicited

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Aug. 17 1918			First Part of Week beginning Aug. 19 1918		
American Beauty, Special .....	10.00	10	20.00	10.00	10	20.00
" " Fancy and Extra .....	3.00	10	10.00	3.00	10	10.00
" " No 1 and culls. ....	.50	10	3.00	.50	10	3.00
Russell, .....	1.00	10	6.00	1.00	10	6.00
Hadley, .....	.50	10	6.00	.50	10	6.00
Euler, Mock, Key .....	.50	10	6.00	.50	10	6.00
Arenberg, Hoosier Beauty .....	.50	10	4.00	.50	10	4.00
Ward, Hillingdon .....	.50	10	3.00	.50	10	3.00
Killarney, Taft .....	.35	10	4.00	.50	10	4.00
Ophelia, Sunburst .....	.50	10	5.00	.50	10	5.00
Carnations .....	.50	10	1.00	.50	10	1.00

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## Flower Market Reports

(Continued from page 205)

Market conditions are about as usual compared with previous records. Trade is quiet. The excessive heat wave is broken and shipments are arriving in better condition. Outdoor stock is plentiful with a deluge of gladioli and asters. These consequently are sold at very low figures. The supply of roses meets all present demands. The quality is poor. Lilies are not in demand. Sweet peas are plentiful and move well. All other stock moves at very low figures.

At time of writing the ST. LOUIS weather has cooled off and the prospect is good for the ending of the heated term. Flowers are plentiful and demand is slow. Theaters are now opening up and shortly the schools. Carnations are small. Roses are improving. Tube roses are getting plentiful.

### LANCASTER COUNTY FLORISTS' ASSOCIATION.

For the August meeting the yard of President Elmer Weaver was filled with automobiles and the house and porch with florists and their wives. A short trip of inspection was made before the meeting. We found the last of an immense crop of tomatoes ripening in the houses. These houses are now being cleaned out for sweet peas and carnations. The sweet peas are now in paper pots.

Charles M. Weaver, brother of Elmer, is primarily a sweet pea grower, but right now has his immense sweet pea houses filled with asters, and one house is filled with pompon chrysanthemums. Chas. M. has about three acres of gladioli as an experiment and this acreage will no doubt be increased another season.

The meeting proper was held on the porch and without a set programme. The first matter up for discussion was an appliance to feed air into the fire

## J. K. ALLEN

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### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Aug. 17 1918		First Part of Week beginning Aug. 19: 1918	
Cattleyas.....	25.00	to 100.00	25.00	to 100.00
Lilies, Longiflorum.....	4.00	to 5.00	4.00	to 5.00
Lilies, Speciosum.....	1.50	to 3.00	1.50	to 3.00
Lily of the Valley.....	2.00	to 6.00	2.00	to 6.00
Snape dragon.....	.....	.....	.....	.....
Gladioli.....	1.00	to 2.00	1.00	to 2.00
Asters.....	.10	to 3.00	.25	to 2.00
Dahlias.....	.25	to 2.00	.50	to 2.00
Calendula.....	.....	.....	.....	.....
Sweet Peas.....	.....	.....	.....	.....
Gardenias.....	.....	.....	.....	.....
Adiantum.....	.....	.....	.....	.....
Smilax.....	6.00	to 8.00	6.00	to 8.00
Asparagus Plumosus, & Spreng. (100 bunches).....	8.00	to 12.00	8.00	to 10.00

box of return tubular boilers and get greater efficiency out of the coal. A number of appliances were named. Arthur Neissen who was with us gave a very interesting talk. He said that he considered the fuel ruling a blessing in disguise as with curtailed help we were better off with some houses closed down. He also said that we should be very grateful to the help that sticks when higher salaries could be secured elsewhere, and wound up with a very optimistic picture of our future. M. J. Brinton, who is on one of the draft boards, gave some very good pointers as to where both we and our employes will stand with the change of age limit for draftees.

The recently formed Ladies Auxiliary held a meeting same time and place with a good big attendance and formulated plans for the winter work.

After the meeting a social hour was spent and the line-up of machines for Lancaster looked like an automobile parade going in the Lincoln highway about 10.30 p. m.

The next meeting will be held at the home of Willis B. Girvin in Leola.  
ALBERT M. HERR.

### NASSAU COUNTY HORTICULTURAL SOCIETY.

The monthly meeting of this society was held in Glen Cove on Aug. 14. Judges' awards were as follows: Gladioli, 1st, Wm. Noonan. Lima beans, 1st, Frank Petroccia. Corn, 1st, Frank Petroccia. Artichokes, Wm. Noonan, honorable mention. The preliminary schedule for the Dahlia Show to be held on Oct. 2nd was read and adopted. A general discussion was held on the potato blight. Quite a number of members present related their observations and opinions regarding this disease. The majority seemed to favor the theory that potatoes planted early on well manured ground were practically immune and potatoes planted late on ground where only fertilizer had been used were the first to be attacked. Andrew Wilson, Springfield, N. J., was present and generously offered a \$5 gold piece for the best 12 potatoes, to be competed for at the September meeting. The society's prizes will be: Celery, dahlias and musk melon.

HARRY GOODBAND, Cor. Secy.



## LOCAL AND GENERAL NEWS

### PHILADELPHIA.

Chas. W. Edgar, late of Lancaster and Philadelphia, is spending his vacation with his folks in the Quaker City. He has been for the past two or three years with the Alpha Floral Co., Denver, Col., and likes it out there.

A pleasant re-union was celebrated between Commodore Westcott, John Farquhar and other old friends at Dooner's on the 15th inst. While brief, it was whole-souled and ardent while it lasted, and rosy plans were laid for a salt sea gathering of the old timers in the near future.

*Bidens laevis* (Brook Sunflower) is the name of the bee flower common around Hog Island. It bears a single yellow flower one to two inches in diameter and eight to ten petals. Will bloom in this vicinity in about a week. This is the bee flower mentioned in the Elmer Weaver note last week.

### Picking on the Flowers.

Editor of The Record:

"Bring flowers, fresh flowers, for the bride to wear; they were born to blush in her shining hair," or words to that effect by Mrs. Hemans. And how lovely they are in the sacred room where a new spirit has just been born into this sublunary sphere! Not that the baby cares a cuss, but how all the rest of us smile and smile as at a burst of sunshine whose rosy fingers light up the hills with gold and sing "Hail, smiling morn, hail! hail!" And when the final parting comes, how sweet and consoling to those left behind are these floral emblems of everlasting bliss!

The human clod who cannot appreciate these finer sentiments must have been born without a soul and belongs among the lower animals. Such a creature, to save expense, would probably dispense with the clergyman, the undertaker, the music, etc., all of which cost money; roll his devoted mother in a sack and drop her in the Delaware, or perhaps just use a Vase can to the ash heap to save trouble. As for shedding tears, that is a great waste of vital energy, perfectly ridiculous, and should be abolished. Avast with such pre-creation darkness and desolation! Raise up your drooping spirits and sing for sunshine and flowers to cheer the living and honor those who have passed on. So may we also fittingly worship the Almighty Father who has created all beautiful things for a purpose.

GEORGE C. WATSON.

Philadelphia, Aug. 11, 1918.

There was a skunk in the same column a few days before howling about the terrible waste of flowers at funerals and that they should be omitted. That one is only one of many the last year or two and Little Willie had to blow up.

G. C. W.

### BOSTON.

William Sim of Cliftondale is away for a week, enjoying a well-earned holiday.

Market gardeners and superintendents of private estates about Boston were much interested in the demonstration of the possibilities of the Cleveland tractor, which took place on the Brooks estate, West Medford, last Monday. Quite a delegation of gardeners were present.

### ROCHESTER, N. Y.

Bugler Dewey Lester is on his way over seas.

Norman Dank has left the employment of H. E. Wilson.

Harry Merritt of Irondequoit has planted all of his carnations indoors. J. B. Keller Sons had a very choice window display of America gladioli and zinnias.

Horace J. Head took part on Aug. 14 at the Red Cross entertainment at Hilton, N. Y.

Plans are nearing completion for the consolidation of the Western New York Horticultural Society and the New York State Fruit Growers' Association. They will merge next January.

Five dollars worth of garden and flower seeds will be given for the best collection of vegetables from gardens at the Rochester Exposition, Sept. 2 to 7. This is in addition to the regular cash prize of \$10.

Florists who are on their vacations: George Harill at Sea Breeze, N. Y.; Frank Mahoney at Canandaigua Lake; Mr. and Mrs. E. C. Armbrust at Canandaigua Lake; Cecil Lester at Lodus Point, and George Case at Adirondacks.

The park officials are particularly pleased with the growth made by the Rambler roses which were winter killed but which have sprouted vigorously from the roots. Many of the evergreens and privets which were killed to the ground have made a new growth and will be none the worse next year.

Lancaster, Pa.—About three a. m., August the 17th., the boiler house and adjoining greenhouses at the Keystone Nurseries, owned by B. F. Barr & Co., were destroyed by fire. The boiler house, which was burned to the ground, contained quite a lot of supplies, pipe cutting and threading tools and all of the side sash from one of his big houses, all of which is a total loss. The big carnation house adjoining was burned in for about twenty-five feet and the wind fortunately blowing away from this house, the carnations were ruined only in that portion that was burned. The sweet pea house had about the same amount of damage, and a wide drive between the boiler house and the balance of the place saved all but the closest greenhouse, which was a total wreck. All of the coal for the season was in and around this house and caught fire, but with the assistance of two fire companies it was quickly drenched and the loss here is not heavy. Mr. Barr, who lives about two miles out on his farm, was brought in, but too late to do anything and considers himself lucky that it was not worse. There seems to be no known reason for the fire, nor whether it was accidental or incendiary.

ALBERT M. HERR.

### CLEVELAND.

A. Graham & Son had a large wedding decoration in Mansfield, O., Aug. 16 and 17. The work was in personal charge of Chas. J. Braham.

The next meeting of the Florists' Club will be held at the Hollenden on Sept. 9th instead of on the 2nd, which is Labor Day. This is the annual meeting at which the yearly financial report is read and installation of officers take place.

J. J. Grullemans, of the Grullemans Co., bulb growers of Avon, O., staged a generous exhibit at the meeting of the American Gladiolus Society in Buffalo, Aug. 14-17. According to Mr. Grullemans the show was a success and the attendance and enthusiasm of growers noteworthy.

### PITTSBURGH.

H. C. Sheaff has returned from a vacation spent in the mountains around Somerset.

E. C. Ludwig's display of over an acre of gladioli is making the finest showing of the season.

Miss Weaver of the Zieger Co. is spending a few weeks at Maple Spring, near Lake Chautauqua.

About 150 florists and their families representing the Horticultural Society of W. Penna. enjoyed their annual picnic last Thursday at Nardine Station.

### ST. LOUIS.

Fred Foster's son was home on a furlough last week. He is in the aviation corps.

All the West End stores have been undergoing a general cleaning and are in tip-top shape to receive visitors.

### NEWS NOTES.

Walden, N. Y.—Rev. C. F. W. Ahrens has purchased the greenhouse of Mrs. Cornelius Mullen.

Bridgeport, Conn.—After nearly 50 years in business at the same location on Wall street, the Currier seed store has moved to its new quarters, 252 Fairfield avenue. The old Currier store is one of the landmarks of the city that is to pass into oblivion to make way for the Plaza. William Willis is the proprietor of this store, having succeeded Mr. Currier about five years ago.

### GREENHOUSES BUILDING OR CONTEMPLATED.

Hamilton, Ont.—Geo. T. Sones, one house.

Kewanee, Ill.—Thurwanger & Sons, house 25 x 100, boiler house.

Philadelphia, Pa.—J. J. Habermehl's Sons, 22d and Diamond streets, rebuilding.

### NEW CORPORATION.

Chicago, Ill.—Chicago Wholesale Seed Co., capital stock, \$3,000. Incorporators, E. E. Elder, J. W. Glynn and J. F. Summers.



## AMERICAN GLADIOLUS SOCIETY.

The American Gladiolus Society's ninth annual exhibition was held in Buffalo, Aug. 14-16, at the Hotel Iroquois. Considering present conditions the show was as successful as could be expected, in fact the members of the society were very much pleased with the results. Many of the leading growers from distant points were in attendance and made numerous creditable displays, and the quality was quite equal to those of other years. Local growers and florists gave their unselfish assistance and did all in their power for the convenience and comfort of those in attendance. At the business meeting during the evening of the first day, Prof. A. C. Beal of Ithaca, N. Y., was elected to fill the office of secretary, which he has so creditably done since his appointment by the president since the death of former Secretary Youell. On a vote of the society the president appointed a committee consisting of Wilbur A. Christy of Warren, O., and Mrs. A. H. Austin of Ravenna, O., to report resolutions on the death of Mathew Crawford and former Secretary Henry H. Youell. Mr. Crawford was well known and beloved by all who knew him and his "Book of the Gladiolus," written in collaboration with Dr. Van Fleet, is the best text book published on the gladiolus. Mr. Youell was one of the charter members of the society and for several years its valued and kindly secretary. It was the general opinion that Detroit would probably be selected for the place of holding the next annual exhibition.

In his opening address President Kunderd outlined what was in his opinion the most valuable service which the grower of flowers could render our country in these distressing times. (President Kunderd's address will appear in full in a later issue.)

The list of visitors includes many of the names of those prominent in the gladiolus world. Quite a number of persons interested in gladiolus in Canada were in attendance.

## Prize Awards.

## OPEN TO ALL CLASSES.

Collection 20 varieties, 5 spikes each—1st, C. Zeestraten, Bemus Point, N. Y.; 2d, Madison Cooper, Calcium, N. Y.  
12 varieties, 3 spikes each—1st, John Scheepers, New York, N. Y.; 2d, Madison Cooper, Calcium, N. Y.  
12 varieties, 1 spike each—1st, Madison Cooper; 2d, C. Zeestraten.  
5 varieties, 10 spikes each, prominent color yellow—1st, John Scheepers; 2d, Madison Cooper.

Primulinus Hybrids, 25 spikes, Orange—1st, Madison Cooper; 2d, The Grullemans Co., Avon-On-The-Lake, Ohio.

Primulinus Hybrids, 25 Yellow—1st, Madison Cooper; 2d, The Grullemans Co.

Primulinus Hybrids, any other color—1st, C. Zeestraten; 2d, The Grullemans Co.  
6 spikes, White—1st, C. Zeestraten; 2d, John Scheepers.

6 spikes, Yellow—1st, John Scheepers; 2d, Madison Cooper.

6 Pink or Blush—1st, C. Zeestraten; 2d, John Scheepers.

6 Crimson or Red—1st, John Scheepers; 2d, Madison Cooper.

6 Blue, Purple or Lavender—1st, John Scheepers; 2d, Madison Cooper.

6 Ruffled—1st, Madison Cooper; 2d, John Scheepers.

Seedling never before exhibited—John Scheepers, silver medal; Austin Coleman, bronze medal.

Seedling never before exhibited before the American Gladiolus Society—John Scheepers, Burpee silver cup; H. E. Meader, cash prize.

10 Mrs. Watt—1st, The Grullemans Co.

New Yellow—1st, The Grullemans Co.

Any Red—1st, The Grullemans Co.

6 Gretchen Zatz—1st, Austin Coleman Co.

3 any New Seedling never before shown—1st, The Grullemans Co.

6 Purple Glory—1st, John Scheepers.

6 Myrtle—1st, Madison Cooper.

6 Mrs. Frank Pendleton—1st, Mrs. H. H. Boyce, Buffalo, N. Y.; 2d, John Scheepers.

Best display of Kunderd varieties—1st, Madison Cooper.

## NON-COMMERCIAL CLASS.

Collection 10 varieties, 3 spikes each—1st, Madison Cooper; 2d, A. A. Rosin, Rochester.

Largest collection Ruffled varieties—1st, Madison Cooper.

6 White—1st, A. A. Rosin; 2d, Madison Cooper.

6 Yellow—1st, Madison Cooper; 2d, O. C. Curtis, Le Roy, N. Y.

6 Pink or Blush—1st, Madison Cooper; 2d, O. C. Curtis.

6 Crimson or Red—1st, Madison Cooper; 2d, Mrs. H. H. Boyce.

6 Blue, Purple or Lavender—1st, A. A. Rosin; 2d, C. W. Clapp, Kenmore, N. Y.

6 any other color—1st, O. C. Curtis; 2d, Madison Cooper.

3 White—1st, Mrs. H. H. Boyce; 2d, Madison Cooper.

3 Yellow—1st, Madison Cooper; 2d, A. A. Rosin.

3 Pink—1st, C. W. Clapp; 2d, O. C. Curtis.

3 Crimson—1st, Madison Cooper; 2d, A. A. Rosin.

3 Purple—1st, O. C. Curtis; 2d, Madison Cooper.

3 any other color—1st, Madison Cooper; 2d, H. E. Chriswell, Buffalo, N. Y.

Primulinus Hybrids, 10 spikes, Orange—1st, Madison Cooper; 2d, Mrs. H. H. Boyce.

Primulinus Hybrids, 10 Yellow—1st, Madison Cooper; 2d, O. C. Curtis.

Primulinus Hybrids, 10 any other color—1st, Madison Cooper.

12 Pink—1st, Madison Cooper.

12 Red—1st, Madison Cooper.

12 Yellow—1st, Madison Cooper.

12 Blue, Purple or Lavender—1st, Madison Cooper.

12 any other color—1st, Madison Cooper.

6 spikes Myrtle—1st, Madison Cooper.

6 all different—1st, Madison Cooper; 2d, Mrs. H. H. Boyce.

6 vases, 6 varieties Blue, Purple or Lavender—1st, Madison Cooper; 2d, Mrs. H. H. Boyce.

Display of 10-20 spikes—1st, George Messing, Buffalo, N. Y.; 2d, H. E. Chriswell.

The Garden Magazine Achievement Medal—Madison Cooper.

3 spikes Myrtle—1st, Madison Cooper; 2d, O. C. Curtis.



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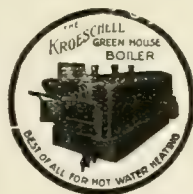
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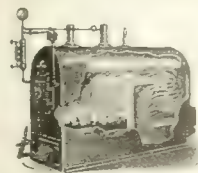




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# HORTICULTURE

Vol. XXVIII

AUGUST 31, 1918

No. 9



**Fordhook Hybrid Gladiolus**

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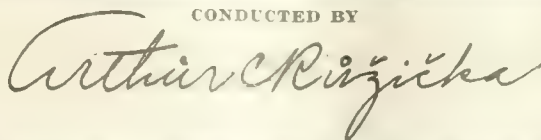
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WRITE FOR OUR 1918 SPECIAL CATALOGUE

To Market Gardeners and Florists  
Pratt and Light Sts., BALTIMORE, MD.

# ROSE GROWING UNDER GLASS

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Ruzicka. Such communications should invariably be addressed to the office of HORTICULTURE.

## Mulching

Among the earlier planted houses will be found benches that will need a light mulch to protect the roots and keep them from drying out too rapidly on these bright days. Use real old cow manure, as this will make fine protection at the same time it will not be too rich to apply during the still warm weather. Use little if any soil with the manure if this is decayed at all, for it will be a nuisance later on when the dark weather comes. Water the benches well with clear water and then apply a slight dusting of bonemeal after which the benches are ready for the manure. If this had been turned over as much as it should it ought to be pretty well broken up, free from any big lumps. Apply just enough to cover the surface. If a large amount is applied the plants will never be able to take care of it, and a large part of it will be wasted. It would also tend to keep the benches much too wet.

## The Steam Boilers

Katydid's have been singing the last two or three weeks and chilly nights are already here, and these will soon turn to frosty nights and that means steam. We have always advised having everything in A No. 1 shape from grates to covering on steam mains, and this will count more this year than any year, for unless everything is in first class shape, coal will be wasted, and this will not only be money out of the grower's pocket but will be against the duty to the country these war times as well. See that the grates are what they should be, that the chimney is light and all dampers work properly. See that all is right and then the fire can be started when needed, which will be as soon as the houses drop to 60 nights. A pipe of steam will then be necessary, so that plenty of air can be carried without chilling the plants. Keep plenty of air on all the time and never close the houses down tight except two or three hours when fumigating. The plants must have air if they are to thrive and pay for their keep so ventilate freely even if it takes a little heat. We are bound to get a rainy or damp cold day now almost any time and this is the kind of weather that will start mildew and spot unless heat is turned on and ventilation open enough to admit plenty of fresh air. Get your allotment of coal into the bins, and by all means screen all ashes if you burn the larger sizes of coal. The screenings will make an excellent fuel when a slow fire is needed on mild nights. Also for banking.

## Lime

Lime should be used freely after each watering or syringing, also on wet rainy days. Apply it with a good pair of bellows the last thing at night, about sunset if possible as it is then that moisture begins to condense and it is this moisture that causes a lot of mischief

among the roses. Blow the lime so that it will arise among the plants and will not blow across the bench into the walk on the other side. It is among the plants that it is needed. Use dry air slacked lime, or hydrated lime. There has been difficulty to get lime at times and it would be well for growers to have their supply laid in as it may be impossible to get it later when transportation gets more congested.

## Pruning Back Plants

If this work is not already done, it should be attended to as soon as is possible. After drying off properly cut and prune the tops so as to leave a good eye or two on every branch, and cut out all weak or blind wood. After that water the plants well and keep them well sprayed until they start. It is best not to mulch at once, waiting until the plants are ready to start their second growth. By this method there will be very few plants lost, and there is no danger whatever of their suffering from overwatering. When finally the mulch is applied the plants are in a fit condition to take it and use it. If the plants were cared for at all before they were dried off and dried off properly there should be enough energy in the sap, and enough food stored away among the roots to start the plants off in first class shape. Keep them well sprayed on clear days and especially on hot days, when they will take a quick spraying every twenty minutes in well-drained houses. Spray very quickly so as not to have the benches soggy with water. As soon as growth starts the sprays can be gradually omitted until the plants are in full leaf when only regular syringings should be given. We have given up using any soil with the manure applied as mulch, and it seems to do very well. Also remove only the loose soil on top of the benches when clearing for the mulch. Said clearing should be done as soon as the plants are cut down. When plants are growing only in three inches of soil it is not easy to remove much without seriously interfering with the roots. This should be avoided as the roots contain all the sap, and the more roots lost the less energy will the plants have. When plants have to be transplanted they should be watered before lifting so as to avoid breaking the roots. Then in planting spread the roots out well and never bunch them. To firm we know of nothing better than letting a man with nice big broad feet get right on the bench and just tramp the soil all down with his feet. We have firmed benches with a brick but this requires experienced help. Needless to say, tramping should be done right after planting before the benches are watered. After the bench dries out a least bit go over it at once and rub the surface of the soil over slightly to loosen it up. Do not go deep, and do not use scratchers of any kind except the fingers. Newly transplanted plants will have to be watered carefully, and only around the plant until the plants are well started. Too much water will kill them quicker than keeping them too dry.



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**Holland bulb situation**

We learn that the leading bulb-growers of Holland have shipped their orders to customers in this country, by way of London. It seems that the Holland-America line, the usual carrier, was unwilling to risk the sailing of one or two of their steamers as had been looked for by the growers, and as they had given their patrons here to expect, when orders were placed, and that their only hope of making shipment was via England. This route is likely to prove much more expensive than by direct steamer from Rotterdam to New York and there is also the question of delay in transshipment and of deterioration of the bulbs meanwhile. If the importers are fortunate enough to escape such delay, the bulk of the bulbs should arrive here early in September.

**Better cultivation**

In traveling through the country one is struck by the greatly improved appearance of fields and crops over the condition of the same prior to war. Strange as it may seem and notwithstanding the higher cost of labor, the farmer is tilling his fields better, and raising better crops, especially in the eastern states, than ever he did before. The reason is not hard to find—he never before got so high prices for his products—and he is straining every nerve to make the most of the present abnormally high market, and this in spite of the scarcity of labor, high wages, and fifty per cent or more increase in cost of fertilizers, tools and other supplies. The present situation of the florist corresponds very closely to what the farmer has been through. It will be interesting to see how the florist meets his difficulties.

**Progress**

We have been following with keen interest all that transpired at the St. Louis gathering last week and are well satisfied that it will rank high in the annals of the society as a milestone of progress on the road to a higher plane in the business world of the future for all departments of commercial horticulture. It was, as we expected, a very serious minded convention and it set good fruit. Matters of vital interest to the trade were continuously under consideration and earnestly discussed and as those in attendance were there for that very purpose, rather than recreation, all the sessions were consequently well attended and every discussion followed with close attention. It has been said that in the future, co-operation and not competition will be the slogan but that is so only in a very limited and personal sense. If the stability, dignity and material prosperity of the floral industries are to be conserved and advanced, competition will have to be, in the new conditions that will follow the end of the war, of the keenest and most aggressive character. Competition, be it understood, not among ourselves in individual antagonism, but in defensive and offensive rivalry and struggle with other industries to secure and maintain the lead in efficiency and popular support. Without in the least underestimating the many other important issues of the convention we must give due recognition for notable advancement in the aforementioned direction, to the F. T. D. section of the S. A. F. We cannot but express admiration for the splendid spirit of shoulder-to-shoulder progressiveness displayed. The F. T. D. section is very much alive and their zeal from their level-headed and never-tiring president and their indomitable industrious secretary right down through the membership, speaks volumes for the character and importance of their vocation in the days to come. The retail florist trade has just awakened to its own strength, and having now, like Gen. Foch, assumed the aggressive in its own behalf, nobody can predict to what length it may go. Secretary Pochelon's announcement this week, on page 225 is an assurance of what we may expect in the way of propaganda in the weeks that intervene between now and the October meeting in Cleveland. The generous offer of \$50.00 should incite to a lively competition and the free country-wide publicity for the lucky winner will be worth many times \$50.00.

# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## Closing Hours at St. Louis

The visit to Shaw's Garden on Thursday, 22nd in the evening was a very enjoyable one. The trip through the garden, the splendid refreshments furnished and last but not least the presentation to the retiring president Charles H. Totty, were long to be remembered. A splendid speech was delivered by President-elect J. Fred Ammann in presenting the same and the remarks in thanks by the retiring president were very touching. A vote of thanks was tendered to Dr. George T. Moore for his splendid reception of the members at the garden.

Friday, the last day, was spent in an automobile ride visiting the Anheuser-Busch Brewery, Forest Park, and ended with a banquet at the Century Boat Club. All the visitors were loud in their praise of the hospitality of the St. Louis Florists Club. All along the route of the automobile parade were the traffic police holding gladioli in their hands directing the traffic.

### REPORT OF THE PUBLICITY FINANCE COMMITTEE By George Asmus

At the Convention of our Society in New York last August, all doubt was removed as to whether this Society could launch and maintain a campaign for publicity for flowers. The enthusiasm provoked by Mr. Therkindson's report as chairman of the Publicity Committee was sufficient to carry the campaign to a starting point, and his motion that a special committee be created to guarantee the financing of the campaign for the Society, to work in co-operation with the Publicity Committee, that committee being empowered to act upon the authorization of this special committee, was carried unanimously.

It was ordered that this special committee should have in charge the work of raising the fund, soliciting subscriptions, and also should make the necessary appropriations upon the recommendations of the Publicity Committee after being approved by the special committee.

The Special Committee referred to has been known as the Publicity Finance Committee, and I have the honor to be its chairman.

The Convention voted a subscription of \$5,000, and other subscriptions, amounting to \$6,320 (approximately) were made from the floor, the majority of these subscriptions to be paid annually for periods of four and five years. At a meeting of the Florists' Telegraph Delivery Association held in Detroit, October 2 and 3, the amount of \$1,500 was subscribed from their treasury fund, and in addition the organization voted the returns to our

Society of \$1,000 which the Society had donated to it for publicity purposes, making \$2,500 in all. S. A. F. President Kerr was present at this meeting, and, by invitation of the chair, made an appeal for subscriptions, the result being a very considerable addition to the fund through individual subscriptions, the amount approximating something like \$4,000.

On December 7 last, our committee sat in joint session with the Publicity Committee, the result of their deliberations being the engagement of the P. F. O'Keefe Advertising Agency of Boston to prepare and place a series of advertisements in certain national magazines, according to a specification prepared by the Agency and approved by the Committees. This advertising entailed a cost, altogether, of \$16,854.34, irrespective of the cost of drawings, plates and the other necessary items for the production of advertisements possessing good drawing power. At this meeting also, the establishment of our Promotion Bureau, in charge of Secretary Young was decided upon, which Bureau was needed to take care of the executive and auxiliary work attached to the campaign.

On March 16 another joint meeting of the committee was held at the Society's administration office in New York, when the details of the campaign were thoroughly discussed. From the efforts of sub-committees, which this committee had appointed to take charge of the collection of subscriptions locally in various territories, and through a series of broadsides which had been mailed out by the O'Keefe Advertising Agency, as well as through a vast amount of correspondence on the part of our Promotion Bureau, there was available at this time a subscription fund amounting to \$30,244. Your chairman pointed out at the meeting that practically two-thirds of this amount was secured by personal solicitation and other means, without the aid of literature, and therefore that we should consider sending out a traveling representative who should make a tour of the country in an effort to complete the fund through personal solicitations, the expense of such a tour amounting to probably from \$12 to \$15 per day, an outlay not greatly out of proportion to the cost of producing and mailing literature.

This recommendation, approved by your committee, was concurred in by the Publicity Committee, so that its adoption was unanimous. Secretary Young was considered to be the best representative available to make such a trip, and, being consulted in the matter, agreed to take the trip.

The results of this trip as far as subscriptions are concerned, have been

made public weekly in the trade papers, but the direct results in the interests of the Society it is my privilege to announce in this report.

It was after a test made in the city of Chicago, where I blocked off sixteen florists, irrespective of their size, nationality or kind of business they are doing, and made a personal visit to them and explained the project in detail, and came away with fifteen subscriptions. I felt convinced that this plan was the only one that would give us the desired results, and also put a stamp of fairness upon this campaign. Up to this time we had approximately 675 individual subscriptions to the fund. This, in my estimation, was approximately between four and five per cent of the florists or those in the allied trades who ought to subscribe.

Then again, it did not seem fair to me that the big-hearted and broad-thinking men of the trade who always respond for the good of horticulture should shoulder the bulk of the expense of this campaign, which rightfully belong to everyone connected with the trade.

The secretary's report of what he had accomplished on this trip shows that this was being rapidly offset by the results obtained. The subscription secured from florists in towns visited ranged anywhere from 75 to 90 per cent of those engaged in the trade. The cost relative to the amount secured, if expenses are as proven by the trip, on an average of from \$10 to \$15 per day, we have but to secure subscription for \$15 for four years and we will come out considerably to the good.

The results have been that in some instances we have received subscriptions amounting to as high as \$400 or \$500 in one day, which multiplied by four, amounts to about \$2,000 for a day's work.

Take the state of California for instance. Although committees had been appointed by myself throughout the state and literature had been mailed, including broadsides of all kinds and appeals had been made through the trade press, yet there was practically no response. The results of the secretary's trip through the state of California was in securing subscriptions for the fund, totalling about \$800 per year, and multiplied by four, makes \$3,200; this is in addition to the new members secured by him and the good will and friendly feeling made toward the society by this personal visit of an executive of the organization, are results that the society will receive the benefit of for a great many years.

There undoubtedly will be criti-





cisms made and perhaps rightfully so, yet it should be remembered that the publicity campaign for flowers is entirely new and experience will have to be had before the organization is perfected to carry on the work. It also should be remembered that this work will not have to be made every year as in most cases the subscriptions obtained are for four years' duration. There are a number of states in the Union, not yet visited by the secretary where similar conditions exist as in California and when we are through, I feel sure that we will have well over \$50,000 subscribed to our fund.

It is at this time I wish to call the convention's attention to the fact that there will be a decrease in the production of flowers the coming year, if the government's demand for a 50 per cent less use of fuel is observed and in most instances I think it is. Of course, there are a number of growers who are arranging to grow crops that will not need so much fuel and others who will run until after the holidays and let down and start up early in the spring, but if there is going to be a limited supply of flowers which the demand will be far in excess of, how about the publicity campaign?

Shall we continue to use the campaign during the winter months when the scarcity will be most severe or shall we start out in the early spring and launch a very heavy campaign? These are all things to be considered and hope that the convention will enter into discussion that will help your committee in this important work.

I believe that the results obtained last year by the publicity campaign to be far beyond our expectations and I could not be in favor of suspending entirely, the "Say it with Flowers" campaign. I am in favor of continuing the campaign, perhaps using some of our funds this late fall and going lightly through the months when flowers are very scarce and opening up an early spring campaign with big ads. when undoubtedly there will be a bigger supply of flowers.

I wish to call your attention to the slogan which was adopted by our committees, and that is "Say it with Flowers." This has been criticised by advertising men all over the country and has stood the test. It has met with universal approval of all florists in the

trade and is being used quite freely, but not enough.

We have in connection with the Promotion Bureau, signs, stickers, and other printed matter which is on exhibition in the hall now, and I sincerely hope that the florists throughout the country will realize the importance of tying up with the National Campaign and advertise still by displaying and using the signs, etc., which the Promotion Bureau has to supply them with at a cost price.

To those who have subscribed to this fund and to the committeemen who have helped in this gigantic task of securing this vast sum of money at so critical a time in our business, I wish to extend my sincere thanks.

On June 22, your chairman, with Chairman Penn of the Publicity Committee, President Totty and Secretary Young, met by arrangement in conference in Buffalo. The work of the campaign was at this time fully discussed. It was considered inadvisable to summon the complete committee for this meeting, owing to the great mileage expense to be incurred thereby. Plans for this work of the immediate future were outlined, but definite action was deferred until such time as a general meeting of the committees could be arranged. Secretary Young reported upon the success so far met with in his visiting tour, and was instructed to continue the same until further instructed. S. A. Anderson of Buffalo, a local member of the Publicity Committee, was present at this meeting, as also was W. J. Palmer, by invitation.

Now, as regards the society's share in the results of this trip, the secretary reports the acquisition of 250 new members, which at the initiation rate of \$5 makes a first year total of \$1,250.

The expense of the trip has proved to be lower than was anticipated at the start, it being reported by the secretary at an average approximately of \$10.00 per day, covering a period of 65 days, and including charges of all kinds, either in respect of maintenance or travel.

With these results before your committee, the question arises whether or not the society, in view of the direct benefit received through this important addition to its membership and income, should not bear a reasonable proportion of the expenses of the trip.

Your committee believes it should, and therefore recommends that the society appropriate to the campaign fund a sum equivalent of fifty per cent. of the secretary's expense bill.

It is the opinion of your committee that the secretary should be asked to continue his work in the direction of personal appeal, the good results which materialize from it, both in the interests of our Publicity Campaign and the society, more than warranting the expense, and being vastly in excess of results obtained or possible through appeals by mail, which when everything is considered, entail a cost fully as great.

As to our Promotion Bureau, your committee endorses the report of the secretary covering the work of that department of our campaign. This work has been done under the full supervision and advisement of your committee as far as its relation to the expenditure of funds had been concerned. All liabilities for consideration and approval, the appropriations necessary to cover same being made before any of such liabilities have been incurred. The bills of expense in regard to them have first been submitted to Chairman Penn of the Publicity Committee for his approval and O. K., and subsequently to myself, as chairman of your Publicity Finance Committee, for audit and approval, then again to our president and secretary before passing to our treasurer for payment. Your committee has constantly had before it a precise account of the funds in hand for disposal, and has endeavored, to the best of its ability, to keep a balance between resources and expenditures, as explained and set out in the secretary's report covering the executive portion of our work.

Up to the time of preparing this report, our fund, from all sources, has reached \$44,000. We are yet \$6,000 short of our required \$50,000, but your committee believes that this amount will be reached in ample time to allow of the continuance of the campaign as planned and now in progress.

#### REPORT OF THE NATIONAL FLOWER SHOW COMMITTEE.

By George Asmus.

The report I am submitting to the convention today is quite different





from that of which I expected to submit when I last reported to the society in New York last August. At that time, our committee was fairly well satisfied with all conditions pertaining to what we expected would be a successful Fifth National Flower Show.

You all know that to carry out and exploit properly a National Flower Show it is necessary to start two or three years in advance. Following this custom, we arranged for the leasing of property adjoining this beautiful building at which we are now in convention for the erection of a temporary building which would take care of the plant exhibits.

It was the idea of our committee, if possible, to have various departments that go to make up a National Flower Show, separated, having supplies and accessories in one part; the cut flowers and decorative novelties, and displays by retail men in another part, and the beautiful rose gardens and exhibits of plants in another part.

Those in attendance at this convention can see how well the plans were laid, to carry and effect this plan. The location of this building being in the center of the most beautiful residential part of St. Louis, and practically in the center of the city and adjacent to three of the most prominent car lines, and being on the principal boulevard drive, we thought we were especially fortunate in the location.

Our committee also felt confident that we need have no worry about attendance, because our merchandise is one that at all times appeals to the public, but particularly so at the present time when the nation needs something to cheer them and their thoughts. This was proven by the attendance at the spring show in New York City.

However, circumstances developed rapidly that made the prospects of the exhibition look very dubious, first the government's order to cut down on the use of fuel in our greenhouse plants. This was followed up by the trade doing all they could to meet that demand of our government and the result being that the exhibition plants were the first to be "tabooed," and then all of the large, private greenhouses owned by wealthy men were closed and the exhibits from them were lost.

And then the freight and express

conditions loomed up in such a discouraging manner as to render it almost impossible to figure on getting exhibits through to the exhibition in good condition or on time.

It was with much reluctance that our committee met and decided for the best interests of all, we must abandon the show during the war period and while we felt that the financial obligations we had assumed in the monies that was spent would be a total loss, we felt that the members of the society and guarantors would feel better towards the position we took, than had we tried to go through with a National Flower show that was not national and not in keeping with the intentions of these wonderful exhibitions, such as we have had in the past.

It is to such men as C. W. Ward who was striving so hard to prove to the trade in this country that we can produce in our beautiful climates a great many of the plants and bulbs we have been exporting from foreign countries, and at a considerable expense to his company, they had a large exhibit of plants which were being grown for the contemplated exhibition. I know of a number of other large growers, private greenhouses and state experimental greenhouses that were also preparing to display. It is to these that our committee wishes to offer thanks for their support, and I wish also to mention at this time, the loyalty of the local florists and allied tradesmen, who had rallied to the support of our committee to such an extent as we have never known before in any other city.

We have every reason to think that in normal times St. Louis would be an ideal place for a National Flower Show and it is my sincere hope that I will live to see the day that St. Louis has a National Flower Show, if not the next one.

It was a beautiful dream that our committee had and those of you in attendance will look out at the wonderful piece of property next to this building and realize what it would have been to see the sunken gardens, rose gardens, tropical plant gardens, all with natural sod and beautifully laid out walks with every necessity for the watering and care that the plants would have in any greenhouse.

I do not wish to forget to mention the support given us and promised for the exhibition by the Missouri Botanical Gardens; Dr. Moore and his staff had promised us their support and this meant very much to our committee and those of you who will or have visited this wonderful institution can realize what an asset it would be to a National Flower Show.

I will not trouble the convention at this time by reading off items of expense that were incurred by the advance work for the show, but I will state that the sum of money that was expended which we must figure as being a loss was \$5,423.28. I believe that the city of St. Louis might have received some benefit through the publicity given the show and I feel sure that it is better to have wasted a few thousand dollars than to take a chance and make it a failure of what has always been a success in the history of our society.

Then, too, I know that the members of our society are patriotic to the highest degree and the government's wishes are first in all matters. Therefore, our society had no alternative but to do as all the country is doing at present—put aside every thought but the one, that is to WIN THE WAR.

#### REPORT OF SCHOOL GARDEN COMMITTEE, 1918.

From correspondence which has come to hand, it would seem as if it would be out of fashion not to engage in vegetable raising, but the home cry is, "Well, I want some flowers," and there is one thing certain, the love of flowers or the cultivation of flowers will not die out in the United States and Canada. This past year, in many places, has been a trying one for florists, but with an attention to home and school gardening, the Department of Agriculture at Washington and other Institutions have strongly pushed this work. To every State Department of Education in the United States, the Society of American Florists has put itself on record, that the florists of the United States are the people whose training fits them to aid in this beneficial work. To every town, village or city where there is a member of the S.



A. F., we have sent the spring call to local school officials, advising attention to this practical work, and the many rejoinders which came scattered from east to west and north to south, show unmistakably the deep rooted interest taken in this work.

When Robert Farquhar brought this work before the society, at its annual convention, in the City of Washington, in 1892, no general interest had been taken, as a work for schools,—but times have changed, and what was not thought of much account, has developed far and wide. With this settled policy of home gardening, which has come to stay, it means local business to those florists who will pay a bit of attention, as far as they can, to furnish plants and seeds for small gardens, and the grower of a small garden is in nearly all cases, an admirer of flowers. To illustrate—for some years past, I have received through our congressman, packages of both vegetable and flower seeds, and distributed them annually to our school children, and rarely when a package of vegetable seeds was handed out but what came back the request "Can't we have some flower seeds too." This is actual fact, noted and kept track of.

In Quebec, the Department of Children's Gardening, under the direction of J. Charles Magnan gives most interesting results, with all the havoc of war and stress of work; nevertheless, do not imagine the faculty for appreciating nice things and beautiful things will die out of American character;—far from it. Some letters and cards sent from France by young soldiers in three different cases have mentioned how nice the peasants kept their yards.

Florists are a class of tradespeople whose occupation tends to make every town or village where they are located the more desirable as a home town,—and the effort to push the instruction of cultivation among children backs up Nature Study with its broadening thought and action and makes of a florist a person to be looked up to. Your committee on School Gardening has gone as far as means permitted in pushing the good work, from ocean to ocean,—this is a big country.

Benjamin Hammond, Chairman; Michael Barker, Leonard Barron, Irwin Bertermann, A. J. Loveless.

#### REPORT OF THE COMMITTEE ON MEMORIAL TO THE LATE WILLIAM R. SMITH

We have the honor to report that the fund in bank to date for the proposed William R. Smith Memorial amounts to \$1,894.10.

The committee regrets to report the death of one of its honored members. Mr. J. A. Valentine, of Denver, Colo., since our last meeting. He was a life-long friend of the late William R. Smith and a member of this committee since its organization and an ardent worker at all times.

As time goes on the members of this Society can more and more appreciate the splendid work accomplished by the Father of our Charter and the wonderful foresight of this noble man, which should inspire more contributions to this memorial fund. Anyone who has

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New Zealand Grown

THE LARGE FLOWERING WAVED OR SPENCER TYPE

We have been very fortunate to secure the entire crop of one of the best growers in New Zealand. New Zealand grown seed has always produced the earliest and best blooms, and seed started in August will produce flowers from Thanksgiving until March; requiring a low temperature, these make an ideal crop for the Florist this year.

SCARLET. Always a good seller.

FINEST MIXTURE. All the best colors.

PINK and WHITE. Blanche Ferry type.

YARRAWA (true). Bright rose pink with light wings.

Write for further particulars.

**JULIUS ROEHRS COMPANY**  
RUTHERFORD, NEW JERSEY

not subscribed may send remittance to the chairman of the William R. Smith Memorial Committee, Washington, D. C.

#### REPORT OF THE CONVENTION GARDEN COMMITTEE.

Gentlemen:—Your Committee on Convention Garden regrets exceedingly not to be able to report satisfactory progress and results from its earnest efforts to create interest and secure support in the Convention Garden work, both for this and next year's conventions.


Plans for a Garden at this year's Convention City were abandoned after careful consultation with the St. Louis representatives. As the Convention was to be held in the early spring, in connection with the National Flower Show, it was generally agreed that it would be unwise to attempt any outdoor display and exhibit. When the date for the Convention was changed it was too late to prepare plans and solicit exhibits, and the difficulties of transportation were such as to convince all of the futility of such an undertaking, even if the plans and grounds had been prepared.

For the Detroit Convention of 1919,

Let Us Quote You on  
**CALLA ELLIOTTIANA**  
**IRIS, LILIUMS, PAEONIES, ETC.**

For Fall Delivery  
**JOHN LEWIS CHILDS, Inc.**  
Flowerfield, L. I., N.Y.

**VIBURNUM PLICATUM**  
Also Berberis Thunbergii, Hydrangea Paniculata, Weigela, Spireas, etc.  
Ask for complete list of  
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BEST HARDY RHODODENDRONS,  
AZALEAS, CONIFERS, CLEMATIS,  
H. P. ROSES, SHRUBS AND HER-  
BACEOUS PLANTS.

**P. OUWERKERK,** 216 Jane Street, Weehawken Heights  
P. O. No. 1 Hoboken, N. J.



the Committee secured through its local member, Mr. Philip Breitmeyer, the free use of all the land necessary for as large a garden as it might be possible to secure the necessary planting material for. In April, at the Committee's request, the Secretary sent a circular letter to growers and dealers in all parts of the country, a copy of which is hereto attached, asking for support and information as to the class of plants they wish to exhibit and the amount of space required. With that information on hand the Committee intended to prepare the necessary plans and allot the required space. The response to the Secretary's letter was most unsatisfactory, and the answers received, with very few exceptions, were to the effect that for various reasons no exhibit would be made.

It is, therefore, quite evident to your Committee that under the present disturbed general conditions of the country it will be impossible to secure material enough to make a creditable and worth-while exhibit, such as a convention garden of our National Society should contain and display.

Mr. Breitmeyer has expressed his opinion that it might be possible to secure sufficient planting material of perennials and annuals from the district within reasonable shipping distance of the Convention City to make a creditable display, if the cost of planting and maintenance were defrayed from local sources. He has offered to work along those lines. The Committee appreciates this generous offer of assistance, but feels that such a display would not properly represent the spirit of nation-wide professional competition and participation which the Society had in mind to create and to foster when the Convention Garden idea was worked out and adopted.

In view of these facts your Committee wishes to suggest that the Detroit authorities in charge of the arrangements for the 1919 Convention be given free hand to arrange for such out-door exhibits and floral decorations as they may be able to secure and arrange, and that they be in full and sole charge of the garden so produced and maintained; that the exhibits in such garden be judged by judges appointed by the proper authorities of the S. A. F. & O. H.; and that the usual awards be made by such judges for the Society.

Your Committee feels that the Convention Garden undertaking for future Conventions should by no means be abandoned, and that when normal conditions are again established after the war the response from the trade in general toward this instructive and progressive work will again manifest itself in such a manner as to insure its success as an undertaking worthy of the standing of our National Society.

Your Secretary a little over a month ago visited the Convention Garden of 1913, still in existence in Minneapolis, and he is able to testify that our National Society, through the creation of that garden built itself a memorial in that city of the Northwest which is still greatly appreciated and valued by its citizens. That similar results can be achieved in the



## SWEET PEAS

Winter flowering Spencer Australian Varieties direct from the Originator.

### FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Calceolaria, Calendula, Cineraria, Cyclamen, Gypsophila Gr. Alba, Mignonette, Pansy, Snapdragon. All selected stock.

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**"Seeds with a Lineage" All Varieties**  
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## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6 ft.,	2,000	\$21.00
" 6-9 ft.,	600	7.00
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Prices ex warehouse New York.  
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MAMMOTH SIZE

Also 5-8 and up

FREESIA — refracta alba 5-8 inch.  
 SWEET WILLIAM — single mixed fine strain.

CYCLAMEN Seed. Finest American grown from the very finest strains.  
 Prices on Application

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 Through to 54 Park Place  
 NEW YORK CITY

future is the sincere and strong belief of the members of the Committee which you have intrusted with this, in their opinion, important work.

Respectfully submitted,

THEODORE WIRTH,  
 PHILIP BREITMEYER,  
 CLARENCE L. BROCK.

### REPORT OF COMMITTEE ON PRESIDENT'S ADDRESS

Your committee on President's Address respectfully report that we believe the address to be of more than ordinary importance, and that the adoption of our recommendations thereon will be beneficial to the Society and its members.

We recommend as follows:

That the Society through its President appoint committees out of its membership in localities wherever possible to assist the National League for Women's Service, which through its members is striving to cheer the life of the invalid soldier by gifts of beautiful flowers.

We wish, further, to concur in the President's remarks upon the unselfish work done for the benefit of our Society and all members of the profession by the Washington Representative, William F. Gude, who has sacrificed his time to do this work; and therefore we offer and ask your adoption of the following resolution:

RESOLVED: That the Board of Directors of the S. A. F. & O. H. are

empowered to recompense the Washington Representative in their discretion.

We think the recommendation of the President to have our membership assist in the beautifying of encampments and barracks throughout the country to be of especial value and importance, so that our cantonments may not have that barren and desolate appearance that many of them now have, and that measures should be taken to make them more homelike and cheerful thus tending to increase the morale of our soldier boys and send them forth in better fighting trim after having been in their cantonments sometimes for long periods of time while undergoing training; and we believe that if work was done such as has been done at Camp Mills, where shade trees and flowers and ornamental shrubbery have been planted profusely it would be a great and beneficial work for our Society to pride itself upon both now and hereafter; and we therefore recommend that the President of this Society issue an appeal to the craft throughout the coun-

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 NEW YORK CITY



try to assist the various committees whom we recommend that he appoint in every locality where cantonments are located, and urge upon them the necessity of getting active at once so that shrubbery, etc., can be planted this fall.

In reference to Trade Acceptances which have been so common for years in foreign countries and are now being endorsed and recommended to be used by the prominent business men and organizations of this country as an emergency collateral which is strongly fostered by our government we recommend that the florist trade adopt this method of conserving credits and enlarging the circulating medium thus stimulating sales of our products.

In reference to the establishing of a Florists' Bank as recommended by the President, we find that in most cities, and in fact even in the smaller ones there are florists or those engaged in some of our allied trades, who are directors or officers of banks, and we believe that they would be able to pass credits, and we do not think it advisable or feasible to have a bank established solely for the florist interest, as the location would have to be too far removed from some of the craft and therefore not of use to the trade in general. We do not, therefore, concur in this recommendation and would recommend that it be not acted upon.

In reference to the establishment of a Society publicity organ, we wish to recommend that such Bulletin be issued not oftener than once a month to the society membership, such Bulletin to contain a record of the work of the Society and matters of general interest pertaining to our own and our affiliated organizations and to positively carry no paid advertisements; that the expense of such publication can be we believe largely offset by the cutting down of our elaborate book of proceeding which in the past has been unnecessarily voluminous and we believe the same purpose can be better served by retaining in the Secretary's office a full record for reference of the convention proceedings, but the published matter to be carefully edited and condensed. We believe, also, that much money can be saved through the elimination of sending out by mail of notices and announcements which can be included in the Official Bulletin reaching the membership with much less office labor and postage expense. Such Official Bulletin would also greatly assist the publicity campaign which cannot wait for yearly volumes but must be constantly looked to and kept up to date.

GEORGE ASMUS,  
A. T. DE LA MARE,  
E. G. HILL,  
Committee.

#### MEMORIAL RESOLUTIONS.

WHEREAS it has pleased Almighty God to take from our midst our highly esteemed fellow members,

F. C. Bartels, Rocky River, O., Sept. 15, 1917.  
John A. Valentine (Life), Denver, Colo., Oct. 15, 1917.  
Wm. Nilsson (Life), Woodlawn, New York, Oct. 22, 1917.  
E. A. Beaven, Evergreen, Ala., Oct. 22, 1917.  
Thor Zetlitz, Lima, O., Dec. 1, 1917.  
Christian Eisele, Philadelphia, Pa., March 1, 1918.

Joseph Heacock, Wyncote, Pa., March 18, 1918.  
J. Harrison Dick, New York, N. Y., March 25, 1918.  
J. B. McArdle, Greenwich, Conn., April 29, 1918.  
John Satterthwaite (Life), Denver, Colo., June 9, 1918.  
Thos. Thompson, Santa Cruz, Cal., June 13, 1918.  
J. Van Lindley, Pomona, N. C., June 13, 1918.  
Wm. H. Evans, Colorado Springs, Colo., July 10, 1918.  
James Dean (Life), Freeport, L. I., N. Y., July 16, 1918.  
John Berry, Denver, Colo.

It is therefore

RESOLVED, that we, members of the Society of American Florists and Ornamental Horticulturists, brought together at this, the thirty-fourth annual meeting of the society, feel most keenly the heavy loss sustained in the departure of so many of our well beloved brothers, whose wise counsel and unceasing industry in the best interest of the trade remain as enduring monuments to help us ever onward. Their constancy and devotion to the cause of floriculture have been an inspiration to all of us, their blameless lives a benediction. It is further

RESOLVED, that we extend to their sorrowing relatives our great appreciation of their splendid qualities together with our sincere sympathy in their bereavement and that a copy of these resolutions be forwarded to them and entered upon the records of the Society with sketches of their lives and accomplishments.

Michael Barker, John G. Esler, J. A. Peterson, Committee.

#### FINAL RESOLUTIONS

WHEREAS: The Society of American Florists and Ornamental Horticulturists is now about to adjourn a most successful and profitable meeting held in Thirty-fourth Annual Convention in the city of St. Louis, Mo.; and

WHEREAS: The Society has entered upon a new career of usefulness through recognition of a broader conception of our duty to the public whom we serve and to ourselves through co-operation and fraternity; and

WHEREAS: At this convention the accomplishments of the past year have been fully evidenced by the splendid reports of the Committee on Credits and Collections Bureau, the Finance Publicity Committee, the Committee on Publicity, and the Promotion Bureau which not only will benefit us as members of this Society but will benefit the entire craft and should enroll them rapidly in our list of membership as all will wish to help this cause; and

WHEREAS: We realize that the holding of this fruitful convention at St. Louis was upon the invitation of of our St. Louis members who have shown by their hospitality that our choice of St. Louis was an excellent one; therefore,

BE IT RESOLVED: That being now about to depart to our several homes and being mindful of the courtesies and attention shown here to ourselves, our ladies and guests, we desire to tender and place upon our permanent records an appreciation of thanks and grateful recognition of courtesies to the following:

His Honor Henry Kiel, Mayor of

St. Louis; to the St. Louis Florist Club, its Officers and Committee, for carrying out so well all measures looking to our comfort, convenience and pleasure while in session and after our adjournment; to the St. Louis Ladies' Florist Club for special attentions to our ladies, automobile ride, luncheon, reception, etc.; to the St. Louis Park Department for hall decorations and courtesies; to the Missouri Botanical Garden for the reception and luncheon; to the officials of Moulah Temple where we have been so handsomely housed; to the management of the Hotel Jefferson, and finally, to the daily and technical press for accounts of our proceedings.

#### REPORT OF JUDGES ON TRADE EXHIBIT AT ST. LOUIS.

##### HONORABLE MENTION.

Robt. Craig, Philadelphia, Pa.—A large exhibit of crotons, fancy foliage plants and ferns. Special recognition to be accorded the fine display of crotons.

J. A. Peterson & Sons, Cincinnati, O.—Display of specimen Pandanus Veitchii and Asplenium nidus-avis. Also a number of sample begonias.

Wertheimer Bros., New York City.—Display of ribbons, chiffons and excellent new novelties.

Poehlmann Bros. Co., Chicago, Ill.—Display of palms and crotons. Large exhibit of ribbons, chiffons, baskets and novelty florists' supplies.

Ove Gnatt Co., LaPorte, Ind.—Display of prepared and artificial flowers and baskets. Vaughan's Seed Store, Chicago, Ill.—Display of bulbs, foliage plants and a large display of named varieties of cut gladiolus.

S. S. Pennock Co., Philadelphia, Pa.—Excellent display of ribbons, chiffons, corsage novelties and baskets. Very good colors and excellent general display effect.

Jos. Heacock Co., Wyncote, Pa.—A fine display of well-grown palms in various sizes.

Burlington Willowware Co., Burlington, Ia.—Display of willowware baskets, boxes and vases.

Missouri Pottery & Supply Co., St. Louis, Mo.—Display of red clay pots well staged and in large variety of sizes.

Schloss Bros. Co., Inc., New York City.—Display of ribbons, chiffons, netting and corsage novelties. A number of new corsage and ribbon novelties were noted.

##### HIGHLY COMMENDED.

A. L. Randall Co., Chicago, Ill.—Baskets and novelties.

Henry A. Dreer, Inc., Philadelphia, Pa.—Foliage plants.

American Bulb Co., Chicago, Ill.—Bulbs. Peters & Reed Pottery Co., Cincinnati, O.—Fancy pottery.

St. Louis Pottery & Supply Co., St. Louis Mo.—Flower pots.

Nicotine Mfg. Co., St. Louis, Mo.—Nikoteen and Aphis punk.

Duro Paper Products Co., Chicago, Ill.—Cut flower boxes.

Ionia Pottery Co., Ionia, Mich.—Clay flower pots.

John A. Evans—Ventilating apparatus. Roller bearing pipe carrier. Evans' salt sprayer.

W. A. Manda, Inc., South Orange, N. J.—Foliage plants.

Carl Hagenburger, West Mentor, Ohio.—Solanum and peppers.

Chicago Carton Co., Chicago, Ill.—Cut flower boxes.

##### MISCELLANEOUS.

Spokane Concrete Flower Pot Machine Co., Spokane, Wash.—Pictures and literature on concrete flower pot machine.

Kroeschell Bros. Co., Chicago, Ill.—No display but desk space.

H. Bayersdorfer & Co., Philadelphia, Pa.—No display but desk space.

Palmer Slack Burner Co., Ft. Scott, Kas.—Kansas literature and desk space.

The Florist Exchange—Books on Horticulture.

Respectfully submitted

A. H. Hummert, Fred. H. Meinhardt, C. C. Pollworth, J. J. Windler, L. P. Jensen.



All our English, French, Italian and other foreign correspondents as well as all our Canadian and American F. T. D. members have agreed to live up to our By-Laws and Regulations and promised not to give or accept any more or less than the 20 per cent mutual discount.

## REWARD \$50.00

For best suggestion or suggestions made for the improvement and betterment of our

### F. T. D. WORK

Our F. T. D. MEETING in CLEVELAND, Oct. 8th and 9th, 1918, will be of the greatest interest and no F. T. D. member can afford to miss it.

An exhibition of advertising in different localities around the country will be held there under the direction of Herman Knoble, of Knoble Bros., Cleveland.

All Retail Florists, members or non-members, are invited to send in samples of their local newspaper work, bill-board sketches, direct and indirect advertising, leaflets or anything that they are using to tell the public how to

### Conditions:

Suggestions must be mailed, one copy to Mr. F. C. W. Brown, care The J. M. Gasser Co., of Cleveland, O., before Sept. 30, 1918; second copy to Mr. Wm. F. Gude, President of the F. T. D. at Washington, D. C., and the third copy to be held by the author. All suggestions must be made on plain white paper and written with typewriter. No letterheads or envelope of any firm will be allowed. The one sending in the best and most original suggestive copy will immediately receive a check of \$50.00, and the name of the winner will be published in all the trade papers.

## "SAY IT WITH FLOWERS"

BE SURE and devote the 8th and 9th of October for F. T. D. work at Cleveland. Our PRESIDENT from Washington, D. C., will open this meeting and everyone has learned to honor and respect his efficiency.

### NATIONAL PUBLICITY CAMPAIGN.

At the St. Louis Convention of the Society, held last week, the work of the committees having the campaign in charge was approved and endorsed, and the enthusiasm shown argues well for a speedy completion of the fund projected, \$50,000 a year for four years.

The results already secured and the lines of action determined upon and in process of carrying out, as they appeared in the different reports, were sufficient to show that the objects of the campaign were being attained, and that the fund was being expended in the interests of everybody in the trade.

And, right here, we may reflect upon one feature of the campaign which is most prominent—the fund is used as it is collected in so far as the requirements of the first year are concerned. The committees have not waited for the point of completion, they have done the best that was possible with the money available. This is not one of those funds of fable which reached fabulous amounts, only the interest upon their investment being used for their prime objects. Every dollar of the florists' fund is being used in its entirety for the objects center upon the individual benefit of every florist in the land. Therefore, whatever a florist contributes is given for his own benefit, and the amount should be considered as so applied.

The \$50,000 fund required to cover the publicity plans for 1918 is not yet fully subscribed, but just a little more

enthusiasm on the part of those who have not yet given the importance of the campaign their full consideration should suffice to insure its completion at a very early date, and the committees most earnestly appeal for this final help. Let it be forthcoming.

JOHN YOUNG, Secy.

1170 Broadway, New York.  
August 26, 1918.

### LADIES' SOCIETY OF AMERICAN FLORISTS.

The annual meeting was held on Wednesday forenoon, Aug. 21, Mrs. Julius Roehrs presiding. The meeting was an enthusiastic one, opening and closing with patriotic songs. Several new members were admitted. The officers were elected as follows:

President, Mrs. J. A. Peterson, Cincinnati, Ohio; first vice-president, Mrs. Philip Breitmeyer, Detroit, Michigan; second vice-president, Mrs. W. A. Kennedy, Milwaukee, Wisconsin; secretary, Mrs. H. G. Berning, St. Louis, Mo.; treasurer, Miss Bertha Meinhardt, St. Louis, Mo.

The secretary's report was as follows:

The death of our secretary, Mrs. George W. Smith, came as a surprise and shock to the great majority of our members. This loss was keenly felt and through it it became necessary to make some changes in the office. Having been closely connected with Mrs. Smith during her incumbency of the office it was my privilege to render what assistance I could in the re-arranging and straight-

ening out of the dues, receipts, etc. In order that all monies might be properly checked up receipts were sent to all members whose dues were paid during February and March. Our president, Mrs. Julius Roehrs, asked me to continue the work until a secretary could be appointed. Later she appointed me to the office. As the new by-laws were in operation it was necessary for me to resign as treasurer after having held the office for ten years. Mrs. C. H. Totty was appointed to fill the vacancy caused by the resignation. Since Jan. 1st four members have resigned, three on account of closing out of business and the other gave no excuse. Six new members have been added and seven life memberships have been taken. Three of our number have been called to the Great Beyond: Mrs. Geo. W. Smith, Mrs. J. W. Poehlmann and Miss Gertrude Page.

The report of the treasurer is evidence that we are not falling behind in our receipts and we hope for a large addition to the membership at this convention.

HORTICULTURE declares without reserve that the Ladies' S. A. F. made a most happy selection and showed excellent judgment in electing Mrs. Peterson to the honor of presidency. She possesses the attributes of enterprise, judgment and amiability in a pre-eminent degree and from long and faithful attendance at the S. A. F. conventions has a wide acquaintance with the members and the affairs of the organization.



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Cost of Cabling Foreign Deliveries Must be Prepaid. Reference or cash must accompany all orders from unknown correspondents.

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**DAVID CLARKE'S SONS**

Deliver orders from any part of the country to

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Member F. T. D. Asso.

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Leading Retail Florists Listed by Towns for Ready Reference. Orders transferred by telegram or otherwise to any of the firms whose address is here given will be promptly and properly filled and delivered.

Albany, N. Y.—H. G. Eyles, 106 State St.  
Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 Newbury St.

Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Fettes Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Brodway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New Boston Rd. and 36 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017 Grand Ave.

New Haven, Conn.—J. N. Champion & Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

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STAND behind THE FOOD  
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We cover all Michigan points and good sections of Ohio, Indiana and Canada. Members Florists' Telegraph Delivery Association.



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FLOWER DELIVERIES FOR ALBANY  
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Prompt Auto Delivery  
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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
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Complete Stock. Regular discount to Trade.  
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1896 W. 25th St., Cleveland, O.  
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735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

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**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.

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FLORISTS  
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Rochester Phone 506. Long Dist. Bell Phone 2180  
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440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
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For Retail Stores a Specialty  
ASK FOR LIST  
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**WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

New York—Young & Nugent, 42 W. 28th.  
New York—A. T. Bunyard, 413 Madison  
Ave., at 48th St.  
New York—Dards, N. E. corner 44th St.  
and Madison Ave.  
New York—G. E. M. Stumpp, 761 Fifth  
Ave.  
New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.  
New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.  
New York—Max Schling, 785 Fifth Ave.  
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Rochester, N. Y.—J. B. Keller Sons, 25  
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Olive St.  
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Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

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The Outdoor Arts Company is the novel and attractive title assumed by a new concern in the landscape line just formed in the city of Philadelphia. Their city office is in the Drexel Building and their rural headquarters at Chestnut Hill, adjoining the terminal stations of the Reading and Penna. R. R. The president of the company is Louis Strassburger, a graduate holding the Rutgers C. E. (Bachelor of Science and Civil Engineering); the vice-president is Ernest Hemming, of Mallow Marvel fame; the secretary, Edwin Matthew, a Kew boy and a hardy plant expert of wide experience. They start out well and have all the attributes for making a big success—brains, experience, character and vision. Send for a copy of their announcement. The reading of it will please and inspire you these trying times. Nothing delights the writer more than to see the young and able starting their boat on their world adventure! That's what keeps the world a moving.  
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WORCESTER, MASS.  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
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And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
Everything First-Class  
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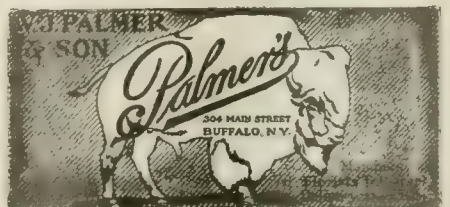
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The Far-Famed Flowers of  
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Delivered on mail or telegraph order for  
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**JOHN H. DUNLOP**  
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Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
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**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
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**HOLM & OLSON, Incorporated**  
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**The Park Floral Co.**  
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Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



## FIELD GROWN CARNATION PLANTS

C. W. WARD ALMA WARD  
ALICE MATCHLESS

Large, Healthy Plants

\$7.00 Per 100. \$60.00 Per 1000

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1201 Race Street, PHILADELPHIA, PA.

## EDWARD REID WHOLESALE FLORIST

1619 - 21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

## CHARLES E. MEEHAN

Wholesale Cut Flowers  
Plants, Greens, etc.

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24 Stone St., Rochester, N. Y.

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Wholesale Florists

RICHMOND, IND.

Please mention Horticulture when writing.

## MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

## ZECH & MANN

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

**CUT FLOWER BOXES**  
EDWARDS FOLDING BOX CO  
MANUFACTURERS  
PHILADELPHIA, PA.

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Tell Them You Did So And  
They'll Reciprocate

IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Aug. 29		ST. LOUIS Aug. 26		PHILA. Aug. 26	
Roses						
Am Beauty, Special	16.00	to 20.00	30.00	to 40.00	20.00	to 25.00
" " Fancy and Extra	8.00	to 12.00	25.00	to 30.00	12.00	to 15.00
" " No. 1 and culls	2.00	to 6.00	6.00	to 10.00	2.00	to 10.00
Russell	.....	.....	3.00	to 15.00	8.00	to 10.00
Hadley	.50	to 6.00	2.00	to 5.00	4.00	to 10.00
Euler Mock	.50	to 6.00	.....	.....	.....	.....
Arenberg, Hoosier Beauty	.50	to 6.00	2.00	to 4.00	.....	.....
Ward, Hillingdon	.50	to 6.00	2.00	to 4.00	2.00	to 4.00
Killarney, Key, Taft	.50	to 6.00	.....	to 2.00	2.00	to 6.00
Ophelia, Sunburst	1.00	to 8.00	2.00	to 3.00	2.00	to 6.00
Carnations	.50	to 1.00	1.50	to 3.00	.....	.....
Cattleyas	.....	.....	.....	.....	.....	75.00
Lilies, Longiflorum	8.00	to 12.00	.....	to 12.50	10.00	to 12.00
Lilies, Speciosum	8.00	to 12.00	.....	.....	5.00	to 8.00
Lily of the Valley	4.00	to 6.00	.....	to 6.00	.....	.....
Snappdragon	.....	.....	.....	.....	.....	.....
Gladioli	.50	to 2.00	2.00	to 6.00	4.00	to 6.00
Asters	.50	to 2.00	2.00	to 4.00	2.00	to 4.00
Dahlias	.....	.....	.....	.....	2.00	to 4.00
Calendula	.....	.....	.....	.....	.....	.....
Sweet Peas	.25	to .50	.....	.....	.....	.....
Gardenias	.....	.....	.....	.....	.....	.....
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to 1.00
Smilax	.....	.....	.....	to 12.50	25.00	to 25.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 35.00	50.00	to 50.00

## WILLIAM F. KASTING Co. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

WHOLESALE  
GROWER of

CUT FLOWERS

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CERTIFIED PUBLIC ACCOUNTANT

Simple methods of correct accounting  
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BOOKS BALANCED AND ADJUSTED

40 STATE STREET . . . BOSTON

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Headquarters for

CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS

Send for price list if you have not re-  
ceived one.

Flower Market Reports

The bottom apparently **BOSTON** fell entirely out of the market this week and there has been but little activity shown anywhere. An over abundant supply of stock with but little demand except occasional orders for funeral work has driven prices to almost the lowest ebb for the summer season. Gladioli shipments are still large and of good quality while asters have fallen off somewhat. Roses are in excellent condition and carnations are just beginning to put in an appearance. Lilies are holding up well as to quality while what lily of the valley is to be seen is not up to standard.

The mid-summer season **CHICAGO** is robbed of its terrors this year. Not that one is so pressed with business that he cannot take a few days off for the annual vacation and lay in a new store of energy for the coming season, but the average florist is minus the hard luck story so generally heard in August. There is something selling every hour in the day and even when that something is small and cheap it helps meet expenses. The regular greenhouse cuts are coming daily and the quality is keeping up splendidly. American Beauty roses, which have been rather side tracked by many growers recently, are now coming into their own again and some good stock is being sold. Other roses, of all the summer varieties, are to be had and the buyer has his choice of fine stock at very moderate prices, to meet the demand caused by social events not so common before in many summers. Gladioli are at the height of their season and the main stay of the showy summer window. The growing of better varieties, and the not less important fact of cutting out of the old, off colored sorts, have had a marked effect upon the demand for this flower and the price the public is willing to pay for it. Asters have not been so successful and the stock contains a large per cent. of small and not very good flowers. There are some fine ones and these sell readily.

There is little activity in this market **CLEVELAND** at present. Gladioli and asters are the leading receipts and quality is medium. Roses are in low supply and of poor quality. Lilies appear in small quantities and meet with a stiff demand. Larkspurs, marigolds, scabiosa, gaillardias, hydrangeas, etc., are to be had at low prices. Greens are plentiful, particularly adiantum of an especially good quality.

Any change in the **NEW YORK** present dull condition of the market is for the worse. A more abundant supply of roses makes it difficult, if not impossible to move them all. Many are carried over to a loss. The scarcity of orchids continues and when wanted are hard to get. White lilies are plentiful enough but not many



BEAUTIES

New crop now arriving. Excellent quality; good form and substance; clean, well finished flowers, that will give good satisfaction.

	Dozen
Special	.....\$3.00
Fancy	..... 2.50
Extra	..... 2.00
First	..... 1.50
Short	..... 1.00

DAHLIAS

Dahlias now arriving. Try a sample order. Quality very good. Per 100, \$2.00.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

<b>NEW YORK</b>	<b>PHILADELPHIA</b>	<b>BALTIMORE</b>
117 W. 28th St.	1608-1620 Ludlow St.	Franklin & St. Paul Sts.
	WASHINGTON, 1216 H. St., N. W.	

WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS ONLY

	CINCINNATI Aug. 26		CHICAGO Aug. 26		BUFFALO Aug. 26		PITTSBURG Aug. 26	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	40.00	to 30.00	20.00	to 25.00
“ “ Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	10.00	to 20.00	10.00	to 15.00
“ “ No. 1 and culls.....	6.00	to 10.00	8.00	to 15.00	2.00	to 6.00	4.00	to 8.00
Russell.....	6.00	to 12.00	3.00	to 15.00	3.00	to 6.00	4.00	to 12.00
Hadley.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	.....	to .....
Euler, Mock.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	4.00	to 12.00
Arenberg, Hoosier Beauty.....	5.00	to 8.00	3.00	to 8.00	3.00	to 8.00	.....	to .....
Ward, Hillingdon.....	4.00	to 6.00	3.00	to 8.00	2.00	to 3.00	3.00	to 8.00
Killarney, Key, Taft.....	3.00	to 6.00	.....	to .....	2.00	to 6.00	3.00	to 10.00
Ophelia, Sunburst.....	4.00	to 8.00	.....	to .....	2.00	to 6.00	3.00	to 8.00
<b>Carnations</b>	.....	to 2.00	1.50	to 3.00	.50	to 1.50	1.00	to 2.00
<b>Cattleyas</b> .....	60.00	to 75.00	60.00	to 75.00	40.00	to 50.00	60.00	to 75.00
<b>Lilies, Longiflorum</b> .....	12.50	to 15.00	10.00	to 12.00	8.00	to 10.00	.....	to 15.00
<b>Lilies, Speciosum</b> .....	.....	to .....	.....	to .....	3.00	to 5.00	.....	to .....
<b>Lily of the Valley</b> .....	.....	to 6.00	4.00	to 5.00	6.00	to 8.00	.....	to .....
<b>Snapdragon</b> .....	.....	to .....	3.00	to 4.00	.....	to .....	.....	to .....
<b>Gladioli</b> .....	3.00	to 5.00	3.00	to 6.00	3.00	to 5.00	2.00	to 4.00
<b>Asters</b> .....	2.00	to 4.00	1.00	to 3.00	.50	to 2.00	2.00	to 6.00
<b>Dahlias</b> .....	3.00	to 4.00	.....	to .....	.....	to .....	.....	to .....
<b>Calendula</b> .....	.....	to .....	2.00	to 3.00	.....	to .....	.....	to .....
<b>Sweet Peas</b> .....	.25	to .35	.....	to .....	.25	to .40	.....	to .....
<b>Gardenias</b> .....	.....	to .....	.....	to .....	.....	to .....	.....	to .....
<b>Adiantum</b> .....	.....	to 1.00	1.00	to 1.25	.50	to 1.25	.75	to 1.25
<b>Smilax</b> .....	15.00	to 20.00	20.00	to 25.00	15.00	to 20.00	10.00	to 15.00
<b>Asparagus Plu. &amp; Spren.</b> (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 60.00

are of first quality and these few sell slowly. Asters, unless they are very good, are not selling and of the best there seems to be too many for the demand. The call for other outdoor flowers is hardly noticeable.

American Beauty **PHILADELPHIA** roses have improved considerably since our last report. There are now some very good flowers of these in the better grades which move off well at reasonable prices. Russells are also holding their own. Scott Keys and Sunbursts are also very good quality. Killarneys and Ophelias are among the lower priced but fill in very nicely. Some new-crop carnations are arriving but they are very lacking in stem and are hardly worth mentioning as yet. Asters are very fine and are really the leading figure in quality and quantity of all the staples arriving. Gladioli on the wane. Cattleyas

are very scarce. Dahlias are just commencing and very fair for so early. But these do not cut much figure until mid-September. Lilies are in good supply — longiflorum, speciosum and auratum. Among the minor items are hydrangeas, tuberose, delphiniums, zinnias and tritomas. The large-flowering cosmos is also to be seen in limited quantity.

Business has **ROCHESTER, N. Y.** been slightly better. The market is full of gladioli at ridiculously low prices. The dry weather has affected the crop of asters and these are below the average in quality. Good ones bring good prices. Sweet peas arrive in a somewhat burned and shriveled condition. Other outdoor stock sells fairly well. Roses are not very plentiful, the shorter grade being insufficient for the demand.

(Continued on page 231)



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Wholesale Commission Florist  
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

**WM. P. FORD**

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107 W. 28th Street, NEW YORK

Telephone 5335, Farragut.

Call and inspect the Best Establishment  
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**WHOLESALE FLORISTS**

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**READY FOR BUSINESS**

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CONSIGNMENTS SOLICITED

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609

**THE KERVAN CO**

Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies

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Brooklyn's Foremost and Best

**WHOLESALE COMMISSION HOUSE**

A First Class Market for all CUT FLOWERS

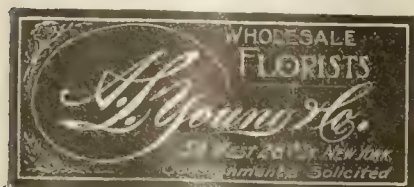
28 Willoughby St., Brooklyn, N. Y.

**M. C. FORD**

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**FINE ROSES, FANCY CARNATIONS**

A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

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**WHOLESALE COMMISSION FLORIST** SELLING AGENT FOR  
LARGEST GROWERS

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WHOLESALE ONLY

SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US

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**WHOLESALE FLORISTS**

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Telephones, 13-8510 Madison Square

Consignments Solicited

MAURICE L. GLASS, Treasurer

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Aug. 24 1918		First Part of Week beginning Aug. 26 1918	
American Beauty, Special .....	6.00	to 20.00	6.00	to 20.00
" " Fancy and Extra .....	3.00	to 6.00	3.00	to 6.00
" " No. 1 and culls .....	.25	to 3.00	.25	to 3.00
Russell, .....	.50	to 8.00	.50	to 8.00
Hadley, .....	.50	to 6.00	.50	to 6.00
Euler, Mock, Key .....	.50	to 8.00	.50	to 6.00
Arenberg, Hoosier Beauty .....	.25	to 3.00	.25	to 3.00
Ward, Hillingdon .....	.25	to 3.00	.25	to 3.00
Killarney, Taft .....	.35	to 15.00	.25	to 15.00
Ophelia, Sunburst .....	.25	to 5.00	.25	to 5.00
Carnations .....	.....	to .50	.....	to .50

**WE WANT MORE SHIPPERS**

We have a numerous clientage of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

**REED & KELLER**

122 West 25th St., New York

**Florists' Supplies**

We manufacture all our

Metal Designs, Baskets, Wire Work & Novelties

and are dealers in

Decorative Glassware, Growers and  
Florists' Requisites

**H. BAYERSDORFER & CO.**

Manufacturers and Importers

1129 Arch St., PHILADELPHIA, PA.

THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**A Card This Size**

Costs only 90c. per Week  
on Yearly Order

It would keep your name and your  
specialty before the whole trade.  
A half-inch card costs only 45c. per  
week on yearly order.

**Wired Toothpicks**

Manufactured by

**W. J. COWEE, Berlin, N. Y.**

10,000...\$2.00 50,000...\$8.75 Sample free.  
For sale by dealers.

When writing to Advertisers kindly mention Horticulture



QUEEN MARY CORSAGE SHIELD

## RIBBON NOTICE

Now is the time to stock up on Ribbons and Supplies. Market advancing rapidly. You will pay more if you wait until later in the season. Write or wire for firm offer or place your order at open prices. Include some of the corsage shields. Light, graceful, dainty, inexpensive. Indispensable in up-to-date art work.

### S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK  
117 W. 28th St.

PHILADELPHIA  
1608-1620 Ludlow St.

BALTIMORE  
Franklin & St. Paul Sts

WASHINGTON, 1216 H St., N. W.

## Flower Market Reports

(Continued from page 229)

At last the intense ST. LOUIS heat has been broken and with the opening of school and theatres it is to be hoped the season will get under way. Carnations are still small but roses are improving. Some good asters and fancy gladioli are offered.

Last week brought WASHINGTON in huge quantities of flowers. While ordinarily gladioli would be in short supply, there is sufficient to be had because some of the growers were late in planting their crops. Orchids are very scarce. A few late carnations are to be had. Locally the aster season is almost over. Roses are coming with very short stems and tight flowers. Early cosmos from northern points is to be had.

## Obituary

Joseph Haddleton.

Joseph Haddleton, a pioneer wire design worker of Rochester, N. Y., passed away August 17th, in his ninety-second year. He is survived by three daughters and four sons.

Richard Higgins.

Richard Higgins, for more than 22 years proprietor of a greenhouse and florist's establishment at 217 Academy avenue, Providence, R. I., died on Thursday night, Aug. 27. Mr. Higgins was 47 years old, and was born in Ireland. At an early age he emigrated to England, and soon after came to the United States and to Providence. For about 10 years he was employed in the Macrae greenhouses, on Smith street, and was also employed by other florists in the city, before he began business for himself on Academy avenue. Starting with a small greenhouse, he gradually enlarged his plant, and his business extended throughout the city and state.

His first wife died several years ago. Two years ago, he was married to Miss Ellen Feeley, who survives him. He also leaves three children by his former marriage, William,

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.  
118 West 28th St. **NEW YORK** TELEPHONES  
Farragut 167 and 3058

### NEW YORK QUOTATIONS PER 100. To Dealers Only

#### MISCELLANEOUS

	Last Part of Week ending Aug. 24 1918	First Part of Week beginning Aug. 26 1918
Cattleyas.....	35.00 to 150.00	35.00 to 100.00
Lilies, Longiflorum.....	4.00 to 5.00	4.00 to 0.00
Lilies, Speciosum.....	2.00 to 4.00	2.00 to 4.00
Lily of the Valley.....	4.00 to 8.00	4.00 to 8.00
Snappedragon.....	.....	.....
Gladioli.....	1.00 to 2.00	1.00 to 2.00
Asters.....	.25 to 2.00	.25 to 2.00
Dahlias.....	.25 to 1.00	.25 to 1.00
Calendula.....	.....	.....
Sweet Peas.....	.....	.....
Grdenias.....	.....	.....
Adiantum.....	.....	.....
Smilax.....	6.00 to 8.00	6.00 to 8.00
Asparagus Plumosus, & Spreng (100 bunches).....	10.00 to 15.00	10.00 to 15.00

Joseph and Catherine Higgins, one brother and two sisters. Liver trouble was given as the cause of death.

Edwin A. Seidewitz.

The following sensational news item was published in the daily press of Sunday, August 25.

Baltimore, Aug. 24.—After having informed his family last night that he was "done for" because he could not procure coal for the coming winter, and complaining because florists had been declared non-essentials in business, Edwin A. Seidewitz, 52 years old, shot himself in the right temple at his home on Belvidere avenue, Arlington, today, and died in an hour.

Seidewitz was given unfavorable prominence about a year ago, when he kissed one of the officers of an interned German steamer in the bar of a downtown hotel. At that time he was the president of the Rotary Club, but was requested to resign. At the time he stated that he had committed the act "just for fun" and that he was a better American than most of those who went about shouting for the flag and not doing anything for this country.

Seidewitz was a member of the Masonic Order and the Elks and also a member of the Advertising Club, a Democrat and a former Mayor of Annapolis. He had been depressed of late.

Mr. Seidewitz, while developing ec-

centricities during recent years, was a man of parts and his sad end will bring sorrow to many friends. We should not judge a man too highly just because he was born in Germany. It is character that counts—not where one was born. The writer is a pro-ally of course but there are limits to the far too common nagging of an excitable man.

Mr. Seidewitz is survived by his widow, one daughter, three sons and a sister.

G. C. W.

## Visitors' Register

Rochester, N. Y.—J. M. Fiebelkorn, Buffalo.

Washington.—F. F. Kerpen, Jersey City, N. J.; W. C. Lawrence, Atlanta, Ga.

Philadelphia.—Robert Cameron, Harvard Botanic Gardens, Cambridge, Mass.; J. H. Bockman, Montreal, Canada; Fred. K. Leafly, Washington, D. C.



## LOCAL AND GENERAL NEWS

### CLEVELAND.

Next meeting of the Florists' Club Sept. 9th, at the Hollenden.

Carl Hagenberger had a fine display of stock from his Mentor greenhouses at the S. A. F. Convention, amongst which his novel solanums attracted much attention.

Otto Walter expects to enter the army about Sept. 1. Mr. Walter is in a quandary as to whether it would be best to close his business or hire somebody to operate it for him during his absence.

C. A. Bauer, son of Mrs. P. J. Bauer, the Superior avenue florist, left for Muscel Shoals, Alabama, Aug. 28, to work as chemist for the Air Nitrates' Corporation, one of the large concerns engaged in extracting valuable war materials from the air.

The Florists' Club can look forward to a particularly busy autumn. There are no fall shows staged here but the gardeners' convention of Sept. 24, 25, 26, is closely followed by the F. T. D. Convention, Oct. 8, 9th, to say nothing of the Liberty Loan Campaign, in which work florists have taken an active part in the past. H. P. Knoble is chairman of the committee appointed by Pres. Robt. Weeks to look after local gardeners' convention matters and F. C. W. Brown is in charge of the committee on F. T. D. meeting arrangements. Both meetings are predicted to be record breakers.

### PITTSBURGH.

The Arcadia Flower Shop, established about a year ago in the Jenkins Arcade, has suspended business.

Joseph King of the A. W. Smith Co. has returned from vacation in Atlantic City. Arthur Hall remains still at the sea shore.

Pennsylvania war gardens suffered from the drought of the past couple of months and the reports show an average below normal.

McGrath & Langhans of the Empire Flower Shop are one of the few firms who have had a satisfactory August trade. The Empire Shop handles the Blind stock exclusively and have been well supplied with good home grown stock.

Herschel McCallum, one of the brothers of the McCallum Co., went out with the August draft and is in training at Camp Lee. McCallums report the receipts of good quality New York state asters for which there is a fair demand, but otherwise the market is dull, with a surplus of gladiolus, lilies and roses much of which is going to waste.

### ST. LOUIS.

Ostertag Bros. are building a new garage and have leased the house adjoining for storage purposes. A sign "Say it with Flowers" can be seen from the Locust street drive.

The call to service of boys from 18 to 21 will take quite a few from the stores, both wholesale and retail and from the growers.

### WASHINGTON, D. C.

The Committee of the Florists' Club of Washington have been materially assisted by George C. Shaffer, the Washington Floral Co. and Theodore Diedrich & Son, who have contributed thus far more than 3,000 good saleable flowers for the soldiers at Walter Reed Hospital. Through this committee candy and souvenir cards and games have also found their way to the Georgia avenue institution.

The Community Board of the United States Employment Service of the District of Columbia has declared as non-essential the unskilled labor employed in the florist business in the District of Columbia. This means that men coming under this ruling will have to seek other employment. Under this same classification comes auto trucks engaged in work other than fuel or government work, teaming other than delivery of products for war work, etc. The men to be released at this time are the laborers, porters, janitors and other unskilled workers.

Information is being sought on behalf of the War Industries Board as to the extent to which greenhouses are being devoted to the production of vegetables. Blanks are soon to be sent to commercial growers all over the country with a view to ascertaining the location and size of their greenhouses and the value of their products divided into two classes—vegetables and other greenhouse products.

Other information requested by the Bureau covers the kind and quantity of fuel used, the kind of fertilizers used and amount of each, the kind of insecticides and fungicides and quantity of each, the number of males eighteen years of age and over continuously employed, etc.

### BOSTON.

The entire trade throughout the wholesale district is more or less worried over the effect the new draft law will have upon the employees, and until its settlement and the final classifications are made business will certainly feel its influence for the next few weeks.

The spread of the European corn borer in Massachusetts may compel the U. S. department of agriculture to declare a quarantine on all corn products raised in the infested area. The destructive corn pest appeared here late in the summer of 1917 since then the affected area has spread alarmingly.

### THE COAL SITUATION.

While in the production of both anthracite and bituminous coal the country is considerably below the program set by the Administration as marking a minimum at which the necessary war work could be carried on at the rate of highest efficiency, the fact remains that coal production has reached a higher point than ever before in the history of the industry. In a great many districts, both anthracite

and bituminous, production records have been broken, but still production remains short of requirements, by several million tons. Almost daily applications are coming to the Fuel Administration from War Industries and other plants already on the preferred list of war industries, for increased allowances because of enlargements and extensions to original plants, made since the Fuel Administration compiled its estimates of consumption.

The increased demand for coal for the navy reached almost one hundred per cent in July. With the launching of new ships, the requirements of the Shipping Board have likewise grown beyond all expectation; so also, coal for bunkering purposes, and for new industries, not in operation at the beginning of the coal year.

In response to appeals by Director of Production James B. Neale the mine workers are making every patriotic sacrifice possible to get out the coal. The ranks of the mine workers have been depleted by the draft and by voluntary enlistment and, because earlier in the year there was such a marked shortage of cars so that the mine workers could not work steadily, numbers of them drifted into other war work and are lost to the mines. On the other hand the mine workers who remain are doing their part nobly. In a great many instances they have given up their carnivals and picnics so that work may not be interfered with. They have changed a time-honored custom of attending the funeral of a comrade-worker, killed in the line of duty, which funerals always kept the mine idle for a day, and, instead are represented by a committee. Old men, long retired from active mine work have voluntarily gone back to work to aid the government in this crisis.

A new step is the appointment of Production Committees in every mine, whose duties are to see that all the mine workers who can work do their full hours of work coal day, six days in the week. At the same time if mine workers are unable to work because of the inefficiency of the operator, the committees are to report that so that the United States Fuel Administration can place the blame, if there is any, where it belongs.

White Plains, N. Y.—This office has been authorized by the state Fuel Administration to issue the following order:

"All commercial greenhouses whose average consumption for the last three years has been 80 tons or less are permitted to secure 40 tons this year, provided this is not in excess of their actual requirements."

Attention should be called to the following: (1) This does not apply to private greenhouses; (2) Delivery shall not be made by a dealer until two-thirds of his deliveries to all domestic consumers have been made, and then only on a two-thirds basis as in all other deliveries; (3) No greenhouse shall use hard coal (No. 1 Buckwheat or larger) without first receiving a permit from the manager of Anthracite Distribution at Washington; (4) No dealer shall deliver anthracite coal except in sizes smaller than No. 1 Buckwheat for use in any greenhouse except pursuant to such permit; (5) Greenhouses which have in the past used hard coal and are going to use soft coal this year shall be allowed to receive an increased tonnage to enable them to get the same number of heat units (B. T. U.) as in the past.

WALTER W. LAW, JR.,  
U. S. Fuel Administrator for Westchester County.



**AMERICAN GLADIOLUS SOCIETY.**

Address of A. E. Kunderd, President at  
Buffalo, N. Y., August 1918

Ladies and Gentlemen:

Not being blessed with great oratorical ability it has been a matter of concern to me as how to address you on this pleasant occasion. For, it is indeed pleasant to meet so many fine people, as one always does, at the annual convention of the American Gladiolus Society, and enjoy with them their wonderful display. We all know what is by common consent "the Queen of Flowers", and I am sure I need not tell you what flower is very rapidly becoming by common consent "The King of the Garden". It is not necessary to tell the members of the American Gladiolus Society of the value and importance of our splendid flower, but I feel the importance of repeating on this occasion a few things which have already been better said by others. No class of citizens more keenly appreciate the value of conservation in everything these troublous times than do the members of our Society but many who have not had the time to consider the subject, have not yet realized the vast importance of floriculture as the hand-maid of the agriculturist and grower of the primary necessities for the table. As the musician is the great inspirer of the men who do more serious fighting, so is the grower of flowers equally or more the inspiration and cheer of those who do the patient and arduous labor of growing the products which furnish the food, and gives the strength to those who do the fighting for the cause of our great nation.

In England, France and other nations these great principles are fully appreciated, as witness the increasing culture of flowers among the common people; even on the battle-front the soldier has his garden where flowers are grown, and soon in our own country the same need will be better understood.

The soldier on the battle line can only use the weapon, but when wounded, his comfort is the nurse, and his greatest cheer are the flowers which are brought to his bedside. This is in brief our best reason for the growing and showing the people our favorite flower, and I would say to our members, "don't be discouraged, be of good cheer, you will soon reap your reward in the appreciation of a grateful people".

Nothing is so restful to the busy man of affairs as his gardening, and who could bear to grow a garden without flowers. The essentials, so called, of the garden are the food of the body but the flowers are the food of the soul. The essentials of the field were intended for food, but flowers, to give us cheer; and when was man ever in such need of cheer as now? We all are hoping for early victory and honorable peace when our loved ones shall return to their homes. Can you imagine a greater disappointment to a returned hero than to be taken by you to your gardens and he find therein no flowers. I speak the sentiment of our members who love the Gladiolus, (and who does not), in expressing

their appreciation to the Mayor and people of Buffalo for the many kindnesses shown us during our stay. To the Press, our thanks for its presentation of our objects and aims. I am sure we cannot forget the great efforts for the success of our exhibition on the part of Prof. Beal, our kindly Secretary, and Mr. Cooper of the Flower Grower, for his great enthusiasm and encouragement. Every grower appreciates fully the toil and sacrifice of all our exhibitors, for certain it is that in a financial way there is only a loss. The greatest reward to our exhibitors in such times as these is in the knowledge of having contributed to the noble work well done.

I hope I have made clear our principal aim in coming together during such trying times.

In conclusion, I desire to say a few words to our visitors and the general public, and invite them to join in the work of our splendid Society, and participate in its benefits. To those not yet so well acquainted with our organization let us say, that our Society was organized in Boston nine years ago; its aims and objects are in part to promote the interest and welfare of its members, to encourage local exhibitions all over our beloved country, to the end that a greater interest may be cultivated, not only in the Gladiolus but for all that is beautiful in flowers, and in life in every way. Our official organ is the Flower Grower of Calcium, N. Y., a very ably edited monthly, devoted to the Gladiolus, as well as to an interest in other beautiful flowers. Every grower of a garden should be a subscriber as, among its contributors, are many of the leading authorities of our own and other countries. Our membership consists of many people prominent in the best in floriculture from all over the world. It is for your benefit I ask you to

join our Society, and become an active member. Aid us for the good of our fellowmen in making it one of the most valuable and important floriculture societies in the world.

Our secretary, Prof. A. C. Beal of Cornell University, Ithaca, N. Y., will be pleased to give anyone more detailed information. Much as I regret that we are holding this year's convention under the dark clouds of a sad war, I sincerely hope to be with you again next year under the happy skies of an honorable peace.

**CANADIAN HORTICULTURAL ASSOCIATION.**

This sturdy body had a good old-fashioned convention at Ottawa on August 13-16. The attendance was very representative and the meetings were interesting and productive. The social features were given much prominence and the entertainments provided will long be remembered by those who were privileged to enjoy them. Among the affairs provided were a visit to the Central Experimental Farm, a bowling game between Montreal and All-Canada, a visit to Aylmer and Mr. Wright's greenhouses and the annual banquet at the Chateau Laurier. Much credit is due to Mr. E. I. Mepsted, the chairman of the local committee, or as he is affectionately known "Uncle Ned." He was "Johnny on the spot" everywhere and all the time.

The election of officers was a spirited contest and resulted as follows:

President—Geo. Douglas, Toronto.  
1st Vice-President—E. B. Hamilton, London.  
2nd Vice-President—Jas. McKee, Ottawa.  
Sec.-Treas.—H. J. Eddy, Montreal.  
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For two years—Luke Williams, Ottawa; C. J. Hay, Brockville; Wm. Cotter, Montreal.

For one year—C. A. Smith, Lachine; S. Jordan, Peterboro; Wm. Hunt, Guelph.

At the banquet at Chateau Laurier, R. J. Irwin of New York responded well for "Our Sister Societies". The retiring president E. J. Hayward was presented with a gold watch and Mrs. Hayward a cameo pendant. Mr. Irwin again shone as a speech maker in making the presentation to Mrs. Hayward.

### N. Y. FEDERATION OF HORTICULTURAL SOCIETIES.

A meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held at the New York State Fair Grounds in Syracuse, N. Y., at two o'clock, on Wednesday afternoon, September 11. There are several important questions to come before the Federation at this time and it is hoped that there may be a good representation of delegates from the various organizations in the Federation. The room in which the meeting will be held has not been definitely decided upon, but information regarding the place of meeting may be obtained from Professor David Lumsden, Superintendent of the Flower Department.  
E. A. WHITE, Secy.

The Connecticut Nurserymen's Association held their annual summer outing, August 21, 1918, at Lake Compounce, Connecticut, reaching this delightful spot by auto. Fine turnout, and a good baseball game. In fact, the enthusiastic fans had two games. The losers were so badly beaten that they begged the writer not to mention the score. The feature of the game was the unusual batting ability displayed by Messrs. Campbell and Barnes. It seemed that the pitcher was unable to get a ball past them. The management at Compounce is to be congratulated upon the barbecued sheep dinner it served, differing from some resorts, in that we were bounteously served at table. The Association held no business meeting. Everyone appeared to enjoy his or herself.

Rochester, N. Y.—E. P. Wilson and friends are camping and fishing at the Adirondack Mountains.

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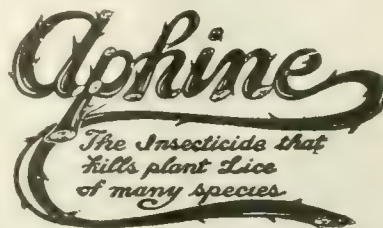
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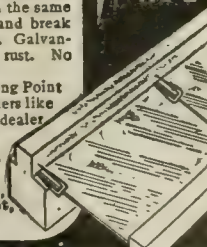
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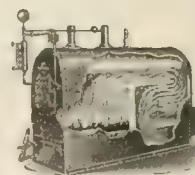




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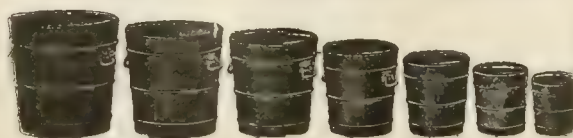
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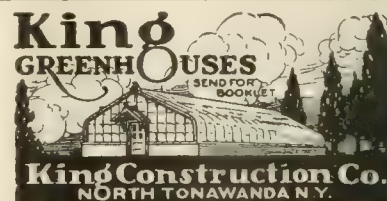
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Vol. XXVIII

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No. 10



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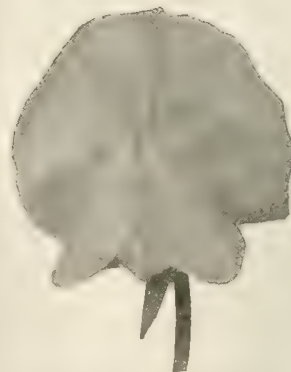
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Undaunted by foe-men, unconquered by might.  
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The emblem of freedom, the flag of the free.

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And man shall be chainless on land and on sea;  
The spirit of freedom shall shine with the sun  
As liberty's cause by our banner is won.  
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'Neath the stars of "Old Glory" each race and each creed  
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Shall wave o'er the world until warfare shall cease.  
The Stars and the Stripes is the banner for me,  
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Boston, August 28, 1918

*John K. M. L. Farquhar*





# HORTICULTURE

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• Raffia has practically gone out of the market. This is because there is now no means of getting it

from Madagascar. In England, the war office has restricted the use of it to budding fruit trees. Perhaps the best substitute is the archangel wood bark mat which as boys we used to pull apart for plant tying purposes. Unfortunately that, too, has become scarce since imports from northern Europe in the packing of which the archangel mat was largely used, have become negligible. Cannot some one suggest a suitable plant-tying material of home origin?

## Supplies after the war

Those who expect to be able to import from Europe at the close of the war such supplies as they secured there before the war, are likely to be disappointed. The fact is that, even now, as the result of four years of interruption to the production of export material, and the inability of growers there to give proper attention to growing stocks, there is comparatively little material in suitable condition for export. Of the nations we draw from, Belgium has unquestionably suffered the most and it is doubtful if any of the valuable collections of bay-trees and azaleas of Ghent and Bruges remain. Many years must elapse before they can be replaced. Other countries have suffered to a less degree, yet in these the shortage and high cost of labor and scarcity of fuel have seriously crippled horticultural production. For many years we have advocated the desirability of producing our supplies in this country—now, it will be our only means of adequate supply.

## The best season to sow lawns

Much of the annoyance and misunderstanding arising from the presence of weeds in newly sown lawns might be avoided if the advantage of sowing lawns at this season of the year were more generally understood. At this season seeds of weeds which are present in the ground are not likely to start and the grass seed will start and attain a height of several inches before the ground freezes. The next best season to sow a lawn is the early spring as early as the ground may be worked. Lawns sown late in spring have to compete with the natural growth of weeds which we expect to grow elsewhere, but which when they come in the lawn are frequently blamed to the seed. If we plant a vegetable garden we expect to cultivate it and hoe down the weeds. There are unthinking people who seem to have the belief that grass seeds should not only have the power to grow but that they should also possess the miraculous power of preventing the growth of weeds about them. Let those who wish clean lawns take advantage of the present sowing time.

## The Holland bulb situation

There is still much uncertainty as to the time when Holland bulbs are likely to reach this country. Much of the nursery stock shipped to this country from Holland by way of England last spring was three months on the way. We have no assurance against such delay now. We can only hope that conditions may be better soon.

# VEGETABLE CULTURE

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Johnson. Such communications should invariably be addressed to the office of HORTICULTURE.

## Winter Lettuce

Chief among salads and not without value as a cooked vegetable, lettuce is always in great demand. It must be at once admitted that in private gardens especially a winter supply is provided for in various ways. Whatever the method, however, plans must now be adopted to meet the demand or to insure, if necessary, a constant supply. In some gardens lettuces from September and October sowings are grown to stand the winter in cold frames and turn in early the following spring, while the main winter crop is raised from frequent sowings in the greenhouse. As to the safe wintering of lettuce in cold frames, the rule which applies to the wintering of most plants under these conditions applies also in the case of lettuce. Do not promote a strong succulent growth in the early stages for after a spell of mild weather a sudden freezing would mean havoc to an otherwise thriving crop. It is obvious then that the soil for this purpose should be free from recent manuring if the plants are to survive the rigors of winter in cold frames. The cabbage-headed varieties are the most desirable. The most suitable varieties for winter forcing are Belmont Forcing, Tennis Ball (white seeded) and Commodore Nutt. The latter, of the Tom Thumb class, is a splendid variety. Grand Rapids, though not a head lettuce is worthy of a place where growing space is limited and is by far the most profitable for market. The chief value of this variety to the private grower is that it may be grown to meet an emergency and to the holder of the small greenhouse it is invaluable. Small but frequent sowings in gentle heat can be made to furnish a continuous supply. If seedlings are pricked off three inches apart each way into flats, when a few inches in height these plants may be cut and used without waste. This, we believe, is the most practical method of raising lettuce at nominal cost during the winter months, as the flats may be made to occupy odd corners in the greenhouse.

## Cauliflower

The sowing of cabbage and cauliflower seeds during September with a view to wintering the seedlings in frames and having stock available for early spring planting is a method not generally practiced. The reason

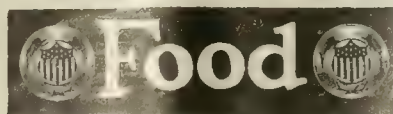
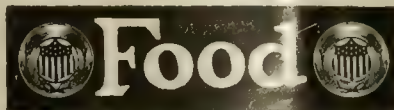
for this is that quickly maturing varieties sown in heat in early spring may be nursed along and planted out as soon as weather permits, and also that the produce of southern growers may be bought at a reasonable rate in the home market. Gardeners who have a few sash that would otherwise be idle during winter would do well to give fall sowings a trial. By making two sowings, the first about the middle of September and a second sowing at the end of the month, it will be found that these sowings result in larger and firmer heads than are obtainable from spring raised plants. Too early sowings are likely to give trouble by producing "buttons." It is therefore better to defer rather than be in undue haste in the matter of fall sowing. Sow the seed thinly on ground not too rich and prick out the seedlings into frames, allowing four inches from plant to plant. The soil should be rather poor, as free growth must not be encouraged, and for similar reasons give the plants all the light and air possible until severe weather sets in, when they will need protection to prevent injury from frost. Plants so treated may be transferred to a sheltered position outdoors in the spring or they may be planted in rich soil and brought forward in cold frames.

## Onions

Main crop onions must be harvested as soon as the crop shows signs of ripening: If left in the ground too long many of the finest bulbs may be ruined, so that it is really better to get them under cover to finish ripening rather than run the risk of losing some of them from decay.

## Potatoes

The digging of potatoes should not be postponed when it is known the tubers have completed their growth. The heavy rains and hot sun of September together with nights of extreme cold often bring disease into the potato crops and a few days will frequently make a vast difference in the percentage of diseased tubers. The question of ripeness should not be regarded too seriously. If the skins are rubbed up a little no great amount of harm is done as new skins are formed in quick time. Choose fine weather for harvesting the crop and try to get all potatoes that are lifted, under cover the same day.





# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## CONVENTION AFTERMATH.

The auto ride and dinner on Friday, August 23, which brought the Convention activities to a close was a most enjoyable event. The autos were richly decorated with flowers and made quite a sensation as the parade passed through the streets. The dinner was at the Century Boat Club and was a gala affair from start to finish. Of course there was an abundance of singing and speech making.

On the happy occasion of the visit to the Missouri Botanical Garden where the visitors were entertained sumptuously by Dr. Moore and his associates, an event of notable interest was the presentation to President Totty of a silver dinner and tea service and that gentleman's reply to the eloquent speech of presentation by President-elect Ammann.

## REPORT OF THE COMMITTEE ON NOMENCLATURE

E. A. White, Chairman

The work of this committee for the past year has been merged with the activities of the American Joint Committee on Horticultural Nomenclature, representing the American Association of Nurserymen, Ornamental Growers' Association, American Society of Landscape Architects, American Pharmaceutical Association, American Association of Park Superintendents and the Society of American Florists and Ornamental Horticulturists.

From time to time the chairman has received reports of the meetings of the sub-committee, consisting of J. Horace McFarland, chairman, Harlan P. Kelsey, secretary, Frederick Law Olmsted and Frederick V. Coville.

At the annual convention of the S. A. F. & O. H. in New York in 1917 this organization voted to become an active participant in the work of the American Joint Committee on Horticultural Nomenclature and voted an appropriation of \$300 for the work of the committee for 1917. Previous to this action the 1917 Official Code had been published, copies of which were sent to all members of the affiliated organizations. Because of the delayed action of the S. A. F. & O. H. in participating in the activities of the joint committee, but one hundred copies of the Official Code were available for its members. These were mailed in January to those members of the society to whom it was thought they would be most useful. If other members desire the Code and will write the chairman of this committee, an effort will be made to obtain them.

The Code has been generally accepted as authoritative for commercial scientific nomenclature in the horticultural trade.

In reporting the activities of the Committee on Horticultural Nomen-

clature, I cannot do better than to quote from the report of the secretary of the sub-committee, Mr. J. Horace McFarland:

"The 1917 Official Code related wholly to scientific names. It was necessary to arrive at a determination on these names before the work, which your committee considers of vast importance, of providing uniform common names, could be undertaken. That work has now been considerably advanced. Information, lists and authorities on common names the world over have been consulted and are being codified. The energetic sub-committee, consisting of Messrs. Frederick Law Olmsted, the great landscape architect, F. V. Coville, the United States Botanist, and Harlan P. Kelsey, our own indefatigable secretary, met first in Washington, January 5, 1918, and are now continuing the work so that the forthcoming edition of the Code shall include usable common names for the plants in commerce.

We are glad to report that the Bureau of Plant Industry of the Department of Agriculture, through Mr. Coville, has been able to assist by putting several of its experts to work in verifying and correcting botanical and common names, so that the sub-committee may more readily have at hand the material for its expert labor. It is the fervent hope of the committee that the new edition of the Code including the common names, may be in shape for publication not later than January 1, 1919.

When this shall have been accomplished more will have been done toward the aim back of the founding of this committee, which was and is to make buying easy, than it would have deemed possible five years ago.

It is incidentally noted that the committee has adopted a plan of page and printing which will be more easily read than the 1917 Official Code, which was reprinted for the most part from the plates of Bailey's Standard Encyclopedia of Horticulture kindly loaned us by consent of Dr. Bailey and the publishers, the Macmillan Company. Both the editor of this great work and its publishers have been in hearty sympathy with the work and the purposes of the American Joint Committee, and this has been evidenced in the supplying to that committee, without charge, of a complete set of the Standard Encyclopedia, as by the consent above noted. Moreover, Dr. Bailey is continuing his help and has under consideration the material adoption of the determined names which will be published by this committee in another great work he has now in prospect."

The work of the American Joint Committee on Horticultural Nomen-

clature is far-reaching in its effects and promises to be of increasing value. Your committee feels that the Society of American Florists and Ornamental Horticulturists should give the work of the committee its hearty support and it, therefore, recommends:

First. That the Society of American Florists and Ornamental Horticulturists hereby formally adopt the 1917 Official Code published by the American Joint Committee, as its recommended standard and that it urge all its members to use this standard in catalogues, trade lists, nursery labels, check lists and all other relations with the plants and trees involved, making exceptions by cross-indexing, but not altering from the determined and accepted Code.

Second. That the Society continue the appropriation of \$300 to provide for the publication of the Official Code, including common names as soon as it is ready, it being understood that the funds so voted be paid over to the treasurer of the American Joint Committee on Horticultural Nomenclature for use in common with the funds of the other constituent organizations.

## ROSES IN MINNEAPOLIS.

The following interesting letter was read at the meeting in St. Louis:

August 20, 1918.

To the Members of the Society of American Florists and Ornamental Horticulturists, in Convention Assembled.

Dear Fellow Horticulturists:

We have here in Minneapolis a Municipal Rose Garden, which has been the pride of our city ever since its existence, or for the past ten years. It has convinced the people of the Northwest that roses can be grown successfully in our climate, and roses are now grown in thousands of home gardens where formerly they were not accorded space.

I want to offer the use of our Garden for trial purposes to every grower in the country. Anyone who has a new variety that he wishes to try out is invited to send us six plants. We will plant, protect, and cultivate them with all possible care, keep an accurate record of their behavior, good and bad qualities during a period of three years, and report annually to the owner of the plants.

Our object is to keep in touch with progressive work in outdoor rose culture and to help the grower and introduce of new roses to try out and disseminate his products. We have a standing committee of three judges, professional men appointed by the American Rose Society, to judge such exhibits. We are willing to pay the express charges on the plants sent, if demanded, all for the sake of keeping to the front and helping outdoor rose culture in every possible way.

We now have about twenty-five hundred roses in about two hundred varieties, and have set aside trial beds to accommodate fifty varieties, or three hundred plants, and can give still more space if necessary.

I earnestly ask for the co-operation of everyone interested in this work and hope to receive applications from all parts of the country for space in our garden.

Regretting that I cannot be with you at this Convention, but with cordial greetings to one and all, I beg to remain,

Your friend and co-worker,

THEODORE WIRTH.



# COST PRODUCTION

By Charles H. Totty.

Cost production is a subject to which the florist has hitherto paid little or no attention but which present-day conditions will force him to seriously consider if he is going to keep in business. Since the great war has started, all materials that the florists use such as fertilizers, glass and every other item has gone up from 50 to 500 per cent in price, but the florists in many cases still sell their standard plants at the same old price they did ten or fifteen years ago.

The average grower detests book-keeping, and consequently his expense account just contains items of so much received, and so much paid out, without considering its relations to the cost of any crop. How many growers who sell field-grown carnations at \$50 per thousand for instance, ever stop to figure out the cost of that crop? The grower in this respect is handicapped in comparison with any manufacturing concern, who can take a certain amount of raw material and after two or three runs on the machine can tell how many yards of cloth it will produce and also just how much the labor cost was on the same. A grower dealing with live plants cannot have such a definite understanding, as so many other things have to enter into his calculations. In the case of a plant propagator, fungus in the cutting bench or any one of a dozen unlooked-for circumstances may cause the loss of the entire crop of cuttings. Still, there is no way of ascertaining the definite cost of a crop except by means of a time card showing the cost per thousand of making cuttings; putting them in the sand; potting them and bringing them along to the point where they can be sold. To this of course must be added a proportionate ratio of overhead expense, interest on capital invested in the greenhouses, advertising and a dozen other items. The average grower says it can't be done, yet all business experts tell us we must eventually get down to it or go out of business, since no man can do business at a loss nor can he do business on a blind basis unless he has a tremendous margin of profit and no florist today of my acquaintance is getting that. One thing is sure—the government these days is not interested in any business that is not making money, since money must be made in order to give the government revenue to carry on the war to a successful conclusion. As a cold business proposition they are much more liable to divert our coal to some other business that is paying good dividends than to consider the florist because he did not make any money last winter.

The grower is the cornerstone of the florists' business as without the grower it is obvious to the most primitive intellect that neither the wholesaler or retailer can exist. The retailer in the

larger cities is the man who is the medium of communication between the grower and the consumer. In most cases he is a very much better business man than the grower but too often uses this advantage solely for his own benefit, and considers the grower the cow to be milked indefinitely. The retailer in some cases is more interested in putting his fellow-retailer out of business than elevating the profession up to the point where everyone can make money and live as men and women should live in this favored land of ours. The retailer must charge a price that is high enough to not only recompense him for his time and money invested, rental, help, etc., but to enable him to pay a price to the grower that he in turn can live and move and have his being. In too many cases the retailer instead of helping all he can in a congested market and co-operating with the wholesaler to move the stock, uses all his energies to buy stock as cheaply as he can and sell it as high a price as possible.

At the present time, very little teamwork is manifested between the three branches of the business. I consider the wholesaler has the worst position of the lot since the retailer pounds him from the front-line trenches because he charges "too high a price," and the grower pounds him from the rear because the price returned is not high enough.

No matter what one purchases today the price is tremendously advanced and the public can be readily instructed that they have to pay an increased price for flowers also. There are cases, to my knowledge, where in some cities geraniums, for instance, sold at one time for \$1.50 per dozen, and sometimes were planted in addition, at this price. This year the same quality plants sold for \$3.00 per dozen, plus the cost of planting, with no argument and just as much satisfaction to the customer.

In cases where a grower retails his own stock he is apt to be a detriment to the market because he figures so long as he did not have to go into the open market to buy flowers, he can sell cheaper than his neighbor who does not have growing facilities. A greater mistake was never made, yet how many grower-retailers have ever studied out what their crop cost them in order to arrive at an aggregate idea of what they should charge their customer. I know many men in the growing business who do not seem to think their own time is worth anything. If they were engaged in some other occupation with the work of their hands they would get from \$3.00 to \$7.00 per day, and yet the labor they put into their own business is not figured as being worth anything. Then again there are men owning their own stores who do not estimate the rental, which they would have to pay if they did not own it as it would be part of their expense account.

If there are any members of the Society that have records of expense of cost-production I think it would be an excellent idea if they could or would get together and work out something along these lines. One thing is certain—many florists who never kept a record in their life, will be compelled to keep it this year on account of the income tax regulations which require that all persons engaged in commercial pursuits including florists must keep a record of all their transactions. With this as a basis, and the exercise of common-sense, many growers will be in a much better position after this year to know definitely whether or not they have made any money.

There is another type of grower-florist who does the business a great deal of harm. I refer to the man who uses all of his family in his business, thereby, employing very little outside labor. He pays his own children a minimum of wage—in many cases gives them nothing but board and lodging and is thereby enabled to operate cheaply and sell at a price that another man, trying to bring up his family as any American family should be brought up, is unable to compete with. This kind of grower must be educated to the possibilities of his business before we can hope to have the florists' business attain its proper dignity.

These remarks contain nothing about actual cost production but they may perhaps start a discussion so we may hear from someone who may have proceeded farther along with this subject than I have.

## NATIONAL PUBLICITY CAMPAIGN.

The cordiality with which our slogan "Say it with Flowers" has been accepted by the general public is, to say the least, most remarkable. The 20,000 paper signs embodying the slogan which our Promotion Bureau supplied to the National League for Woman's Service were speedily exhausted through its seven hundred or more branches throughout the country, and, like Oliver Twist, the league is back for more. Chapter houses of the league which received a quota of twenty-five signs complain that the "ration" was too small to meet the opportunities for local publicity, and their motor cars have been obliged to operate with "just one sign." The Promotion Bureau, therefore, is arranging for another large output of these signs, not only for purposes of the league, but to supply a great demand coming from other organizations engaged in similar work. Does anyone give a thought to the vast amount of direct publicity for flowers which is accomplished in this direction—and it is only a single feature of our campaign, maturing because we are organized sufficiently to be able to influence it?

There are many ways of obtaining



## A MODEL FORMAL GARDEN.



We herewith present a photo of part of a model formal garden. It is especially interesting as the new dwarf hedge plant, Box-Barberry, is used as a low border as a substitute for the dwarf box formerly used for

this purpose but now practically out of the market. Although this border was planted late this last spring, it already makes a fine showing, its dainty soft-green foliage and upright form making it a fair rival of the border box, its autumnal brilliant fall

colorings giving it a class quite by itself. Box-Barberry is perfectly hardy and will thrive wherever the Japan Barberry is at home. Many nurseries are now getting up a stock of Box-Barberry and it will soon be generally offered to the trade.

publicity other than those for which our Campaign Fund was more particularly expected to provide, and it is the object of our Promotion Bureau to embrace all opportunities presented. But, we must not forget that such opportunities become apparent only because of the expenditures made according to our program. Consequently, if we do not progress on the lines laid out, and which entail the expenditure of the major part of our resources, the auxiliary publicity which costs practically nothing is hardly possible of accomplishment.

All this is said because it is imperative that there should be no let-up in the influx of subscriptions to the fund. We are nearing the attainment of our object. The committees have asked for the subscription of \$50,000 per year to meet the expense required by their efforts to obtain all this publicity for flowers, and are but a matter of \$6,000 short of their aim. There are enough florists in the country who have not yet subscribed a cent to the fund to cover this shortage many, many times over, even with an aggregate of small contributions. Will they wake up to the necessity of performing the small part asked of them? The committees think they will. There is every reason to believe that a sense of loyalty to the trade of which they are members, and from which they make their living will prompt them to make a contribution to our fund in proportion to their means. This done, the plans for the completion of the 1918 program may be at once put into effect, and a continuation of the good results already obtained assured.

The Promotion Bureau has in contemplation the issue of a new line of dealers' helps toward direct publicity very shortly. As these aids are provided at actual cost, they will only be sent upon a cash order basis. This opportunity is taken to remind the few to whom shipments were made last season on faith of their individual responsibility and who have not yet discharged their obligations, that remittances are expected forthwith, as these transactions were not of an ordinary commercial character, and advantage should not be taken of a courtesy.

Through the miscarriage of a communication, a seeming neglect on the part of the secretary to note, during his recent trip in the interests of the campaign, his visit to Denver, Col., leads him now to acknowledge with gratitude the many courtesies extended to him in that city, and particularly the kind assistance and support given him by Messrs. N. A. Benson, Sam Lundy and Ben Boldt, through whom he was enabled to take the best advantage of the limited time at his disposal.

The following additional subscriptions have been recorded:

Annually for Four Years—H. Kusik & Co., Kansas City, Mo., \$10; Queen City Floral Co., Seattle, Wash., \$20; South Shore Floral Co., Spoken, L. I., N. Y., \$10; Andrew J. Dean, Gladstone, Minn., \$10; Rudolph Fischer, San Gabriel, Cal., \$10; George Schlegel, Brooklyn, N. Y., \$50; Fred. G. Hemil, Terre Haute, Ind., \$10; Gullett & Sons, Lincoln, Ill., \$50; Henry F. W. Aue, St. Louis, Mo., \$5; H. Johann & Son, Collinsville, Ill., \$10; Wm. L. Rock Flowers, Kansas City, Mo., \$100; P. F. O'Keefe, Boston, Mass., \$100; Baur & Steinkamp, Indianapolis, Ind., \$50; Wendland & Knebel Co., Elmhurst, Ill., \$50; Koenig Floral Co., St. Louis, Mo., \$25; Baum's Home of Flowers, Knoxville, Tenn., \$25; Robt.

Weeks, Cleveland, O., \$25; A. C. Brown, Springfield, Ill., \$25; Robt. C. Kerr, Inc., Houston, Tex., \$25; Hillingers for Flowers, Austin, Tex., \$25; John Astelfrich, Paris, Ill., \$15; Summerfield Floral Co., Springfield, Mo., \$10; Morgan Floral Co., Henderson, Ky., \$10; Geo. Madsen, Alton, Ill., \$10; Robert Winkler, Wellston, Mo., \$10; C. Winterliche, Defiance, Ohio, \$10; Davis Floral Co., Pine Bluff, Ark., \$10; W. J. Edwards, Kirkwood, Mo., \$10; Alfred C. Humfeld, Clay Center, Kas., \$10; Frank S. Morris, Bloomington, Ind., \$10; Edward Green, San Antonio, Tex., \$5; Theo. Browne, St. Louis, Mo., \$5.

For One Year—John R. Walsh, San Francisco, Cal., \$10; Newton Rose Conservatories, Newton, Mass., \$5; Fleischman Floral Co., Chicago, Ill., \$50; R. J. Windler, Chicago, Ill., \$25; Fred. Schramm, Park Ridge, Ill., \$5; W. F. Barkham, Ridgewood, N. J., \$5.

Second Subscription—Mrs. R. E. Darbee, San Francisco, Cal., \$25; Gude Bros. Co., Washington, D. C., \$100; Chas. P. Mueller, Wichita, Kans., \$25; Herman Franks, Cohen and Hiller, N. Y., \$25; Kerr The Florist, Houston, Tex., \$25.

Total, \$1,050.00. Previously reported from all sources, \$43,022.25. Grand total, \$44,072.25.

JOHN YOUNG, Secy.

1170 Broadway, New York.  
August 31, 1918.

## THE HORTICULTURAL CATALOG

A MONTHLY MAGAZINE FOR  
WESTERN NURSERYMEN  
FLORISTS, SEEDSMEN

Contains alphabetical listings of  
available surplus stock, etc.

\$1.00 per year. Foreign \$1.50

THE HORTICULTURAL CATALOG  
LOS ANGELES, CALIFORNIA



## CLUBS AND SOCIETIES

### THE GARDENERS' CONVENTION.

The annual convention of the National Association of Gardeners will occur at Cleveland, Tuesday, Wednesday and Thursday, Sept. 24-26. The local convention committee, consisting of Herman Knoble, Walter E. Cook, Frank A. Friedley, M. A. Vinson, R. P. Bryden, Luther Wells, H. P. Rapley, have left nothing undone to make the event a memorable one and it is looking forward to a large attendance, both from distant and nearby points.

Business is to be the keynote of this convention and the subjects selected for discussion, will furnish material for thorough consideration of the gardener's relation to the war and the conditions to be met during the reconstruction period.

The program follows:

#### Tuesday, September 24

Morning—Registration of members; executive meeting.

Afternoon—Opening of the convention by chairman, Herman Knoble; address of welcome by Mayor Davis of Cleveland; reply by M. C. Ebel; President Weeks' address; Secretary's report; Treasurer's report; report of standing committees; reports of special committees; communications; consideration of 1919 meeting place; nomination of officers.

Evening—Illustrated lecture by J. Otto Thilow, Philadelphia, on the "Flora of Hawaii," to which the members of the Cleveland Garden Club and Florist Club are invited.

#### Wednesday, September 25

Morning—Election of officers; unfinished business; paper by Edwin Jenkins, Lenox, Mass., on "The Gardener and the War"; discussion.

Afternoon—Visit to Cleveland's private estates and public park system.

Evening—Banquet.

#### Thursday, September 26

Morning—Unfinished business; paper by M. C. Ebel, Madison, N. J. on "The Gardener's Opportunity After the War"; discussion.

Afternoon—Bowling contest.

The Hotel Hollenden has been selected as the headquarters of the association, where the business sessions, lecture, and banquet will take place.

Members traveling from a distance should provide for their railroad transportation at an early date to avoid disappointment with last minute arrangements. A party will leave by way of New York City on the evening of September 22. Eastern members desiring to join this party should communicate with the secretary of the association. Members desiring to join the Chicago party, should get in touch with ex-president Thomas W. Head, Lake Forest, Ill.

### AMERICAN ROSE SOCIETY.

#### Rose Registrations.

The following request for registration of a rose has been received and this has been approved by the Rose Registration Committee. Unless objections are received within three weeks from the date of this publication, the registration will be permanently accepted:

Name, Mrs. J. C. Ainsworth; class, Hybrid Tea.

Parentage of rose, sport of Mrs. Charles Russell.

Description—Habit of plant, upright and vigorous; character of foliage, light green, leathery; freedom of growth and hardiness, free grower; flower, large; color, light rose pink; form, high built centre, fairly full; fragrance and bud, finely fragrant; petalage, 45 to 50 petals; freedom of bloom and lasting quality, remarkably free and most noticeable for keeping qualities—absolutely fadeless.

The rose is similar to Mrs. Bayard Thayer, but is different in size, form, growth and color, and superior for the following reasons: Its fine form, opening freely and evenly; its excellent one shade of color. More vigorous and more easily propagated than Mrs. Charles Russell.

(Signed) Clark Bros., Portland, Ore.

E. A. WHITE, Secy.

### SOCIETY OF AMERICAN FLORISTS

#### Department of Plant Registration.

Public notice is hereby given that, as no objections have been filed, the following plant registrations become complete:

Roses Premier, Victor, Golden Rule, and Mme. Butterfly, by the E. G. Hill Co., Richmond, Ind.

Pyrethrums Rutherford, President Wilson, Sylvia, Pink Beauty, Rosy Morn, Cactus, Dainty, Favorite, Columbia, Delight, Rose Pearl and Purity, by Bobbink & Atkins, Rutherford, N. J.

JOHN YOUNG, Secy.

1170 Broadway, New York.

Sept. 3, 1918.

#### N. Y. FEDERATION

The New York Federation of Horticultural Societies and Florists' Clubs will hold a session at the State Fair Grounds, Syracuse, on Wednesday, Sept. 11 at 2 p. m. Prof. David Lumsden is superintendent of the floral section of the big fair.

The Rhode Island Horticultural Society will hold an exhibition in the Ball Room, Narragansett Hotel, Providence, on September 12 and 13. Dahlias will be a leading specialty. All classes are abundantly provided for in the prize schedule, copies of which may be obtained from the secretary, Ernest K. Thomas, Kingston, R. I.

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**GEORGE N. SMITH, Wellesley Hills, Mass.**

#### CATALOGUES RECEIVED.

Harlan P. Kelsey, Salem, Mass.—Fall List of Hardy American Plants.

J. Bolgiano & Son, Baltimore, Md.—August Folder of Garden Seed and Poultry Supplies.

V. Lemoine & Son, Nancy, France.—New Delphiniums and Choice Herbaceous Peonies, July list. A general catalogue will be issued in September.

H. G. Hastings Co., Atlanta, Ga.—"Hastings Seeds." Catalogue No. 56, for Fall, 1918. The cover is especially artistic, patriotic and pretty. Contents up to date.

Elm City Nursery Co., New Haven, Conn.—1918 Autumn List of Choice Evergreens, Shrubs, Vines, Roses, etc. Prices are raised somewhat, but they are none too high if one wants to stay in the business. The move is a wise and timely one. It is better to sell less, if necessary, and do it at a living margin.

At a meeting of the stockholders of the Wm. P. Stark Nurseries, Inc., at Stark City, La., August 6th, the name was changed to Neosho Nurseries Co. The following are directors: O. L. Cravens, C. E. Buehner, P. M. Ransom, W. P. Stark, Josiah J. Hazen. The officers are: Josiah J. Hazen, president and general manager; C. E. Buehner, vice-president and treasurer; P. M. Ransom, secretary. The company has purchased the buildings with the land adjoining which have been used as offices and packing houses for several years.

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## SOME BOSTON INSTITUTIONS.

## Bussey Institution.

The Bussey Institution is situated at the outer edge of Jamaica Plain, Massachusetts, about five miles southwest of the centre of Boston, and close to the Forest Hills Station on the Providence Division of the N. Y., N. H. and H. Railroad. Although somewhat removed from the other departments of the University, it is near enough to Cambridge to enable the student to attend instruction in both places.

The Bussey Institution is now organized for advanced instruction and research in subjects relating to agriculture and horticulture, the subject first established in this line being economic entomology.

## Arnold Arboretum.

The Arnold Arboretum was founded in 1872, by the trustees under the will of James Arnold, of New Bedford, for the purpose of scientific research and experiment in Arboriculture, Forestry, and Dendrology, and as a Museum of trees and shrubs suited to the climate of Massachusetts. The Arboretum, 220 acres in extent, is immediately adjacent to the grounds of the Bussey Institution, and, under a special arrangement with the City of Boston, is open to the public every day in the year from sunrise to sunset. The living collections are supplemented by an Herbarium, Museum, and Library.

The library contains approximately thirty thousand bound volumes relating to dendrology, forestry and arboriculture. In these subjects it is not equalled by any other in America, and students or specialists taking advanced work in the study of woody plants have facilities offered in this great library which cannot be found elsewhere.

Any person properly qualified to pursue the study of practical arboriculture or dendrology may be admitted to the Arboretum as a student on application to Professor C. S. Sargent, Jamaica Plain, Mass.

## Botanic Garden.

The Botanic Garden, founded in 1807, occupies about seven acres of land at the corner of Linnaean and Garden Streets, Cambridge. More than five thousand species of flowering plants are cultivated for educational and scientific purpose.

The range of greenhouses comprises fourteen divisions assigned respectively to: (1) Desert plants. (2) Exhibition of plants in flower. (3) Economic plants and orchids. (4) Palms and their allies, aroids, etc.

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The space at the northwestern part of the Garden is devoted to an exhibition of a large number of our North American species, with special reference to their morphology. The ground below the terrace is filled with illustrations of the Orders and principal Genera of the plants of the United States, together with species from the Old World for comparison.

The grounds and greenhouses are open to the public daily, from sunrise to sunset.

To students properly qualified, specimens of flowers and living plants are freely furnished, and facilities are offered in the laboratories in the Garden, for pursuing investigations in morphology. Under certain restrictions, students are supplied with all necessary appliances for conducting experiments in Vegetable Physiology, and its application to practical questions in horticulture.

From the first week in July until the second week in August, regular instruction in Botany is given at the Botanic Garden, in connection with the Summer School.

## Gray Herbarium

The Gray Herbarium occupies a building in the Botanic Garden. The collection, presented to Harvard University in 1864 by the late Professor Asa Gray, now contains over four hundred thousand sheets of mounted specimens and is the result of more than sixty years of continuous growth. It embraces all orders of flowering

plants, ferns, and fern-allies, while the bryophytes, fungi, lichens, and algae have now been transferred to the Cryptogamic Herbarium in the Botanical Division of the University Museum. The Gray Herbarium is rich in type specimens of species and varieties, in standard and rare phaenogamic *exsiccati*, and in the possession of the greater part of the specimens which have been critically studied in the preparation of the "Synoptical Flora of North America."

The Herbarium may be consulted, under supervision of the staff, by advanced students and other properly qualified persons. Visiting specialists receive such facilities for work as can be given without interrupting the regular duties of the staff.

The Library of the Herbarium, now including more than twenty-seven thousand carefully selected volumes and pamphlets, is open for consultation to all persons interested in Botany.

The valuable local collection of the New England Botanical Club is temporarily deposited in the building of the Gray Herbarium, and may, with certain restrictions, be consulted by persons interested in the flora of New England.

## Botanical Museum.

The collections at present accessible to the public are on the third floor of the central section of the University Museum and on the landing of the first floor. They are designed to illustrate the principal systematic, biologic, and economic relations of plants. The large and increasing Ware Collection of glass models of flowers, prepared by the artists Leopold and Rudolph Blaschka of Germany, occupies the large exhibition room.—*Harvard Register*.



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Boston—Julius A. Zinn, 4 Park St.

Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Feters Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.

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**NEWS NOTES.**

Washington, D. C.—Robert H. Lacey  
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who is fighting in France, has been  
slightly wounded.

Jackson, Tenn.—The Jackson Flower  
Shop has been purchased by the  
Vineyard Floral Co. and will be con-  
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Marion, Mass.—On Saturday, August  
31, Miss Mabel Edith, youngest daugh-  
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Cincinnati, O.—The Hoffmeister  
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Holmes, manager for W. H. Elliott,  
Madbury, N. H., was severely wound-  
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Hadley	.50	to 6.00	2.00	to 5.00	4.00	to 10.00
Euler, Mock	.50	to 6.00	...	...	...	...
Arenberg, Hoosier Beauty	.50	to 6.00	2.00	to 5.00	...	...
Ward, Hillingdon	.50	to 6.00	2.00	to 4.00	2.00	to 4.00
Killarney, Key, Taft	.50	to 6.00	...	...	2.00	to 6.00
Ophelia, Sunburst	1.00	to 8.00	3.00	to 6.00	2.00	to 6.00
Carnations	.50	to 1.00	1.50	to 3.00	...	...
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Lilies, Longiflorum	8.00	to 12.00	...	12.50	10.00	to 12.00
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Lily of the Valley	8.00	to 12.00	...	6.00	...	...
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Gladioli	.50	to 2.00	2.00	to 0.00	4.00	to 6.00
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Dahlias	...	...	...	2.00	2.00	to ...
Calendula	...	...	...	...	...	...
Sweet Peas	...	...	...	...	...	...
Gardenias	...	...	...	...	...	...
Adiantum	1.00	to 1.25	...	1.00	1.00	to ...
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CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not received one.

CUT FLOWER BOXES  
EDWARDS FOLDING BOX CO  
MANUFACTURERS  
PHILADELPHIA, PA.



## Flower Market Reports

**BOSTON** The market has been fairly active this week and conditions show a vast improvement over the situation of last week and lends much encouragement to those who are looking forward to a good fall business. There has been a good demand all week for American Beauty roses, lily of the valley and adiantum. Roses have been of excellent quality in the many varieties but lily of the valley, although taking quite a jump in price, is only of average quality. Carnations are coming in slowly and are not showing much life as yet. Gladioli and asters are still plentiful and good and are moving fairly well. Yellow and white chrysanthemums have also made their appearance and have proved ready sellers. Greens are in fair supply with good demand.

**CHICAGO** The remarkable condition of good shipping trade and poor local sales has existed for a month and still continues. One thing that accounts in a measure for this is the fact that so many local retailers grow asters, gladioli and other out-of-door flowers of their own, and some have one or more greenhouses connected with their stores, which tends to carry them through the summer with small purchases from the wholesale market.

Funeral work was heavier than usual last week and the demand for roses was larger than for some time. Stock is good and little complaint is heard from those who buy roses, even the shortest stemmed ones being good value. Prices are medium as is usual in August and the buyer on the spot who can use a large lot gets them at a bargain. With the coming of September and the cool days of the last half of August, good quality and good demand are expected for all kinds of stock. Of asters there are few first class ones, but the buyers have become accustomed to this. Carnations are on short stems but quality is improving. High grade gladioli are still coming and demand continues fair. Weddings are bringing calls for lily of the valley and orchids, neither of which are in large supply. There are plenty of lilies and sales are good. Chrysanthemums have tested the market in August and growers appear satisfied with results.

**CINCINNATI** Business is better than it was for a time this summer.

The demand is fairly active and takes up most all good stock readily. Asters are now in a good supply since the cuts from the north have begun to come into the market. Gladioli still are fairly plentiful. Lilies are selling well. Rose receipts are fair and clean up pretty well. Carnations are proving good property. Some early dahlias may be had. Occasionally some cosmos is available.



## BEAUTIES

New crop now arriving. Excellent quality; good form and substance; clean, well finished flowers, that will give good satisfaction.

	Dozen
Special .....	\$3.00
Fancy .....	2.50
Extra .....	2.00
First .....	1.50
Short .....	1.00

## DAHLIAS

Dahlias now arriving. Try a sample order. Quality very good. Per 100, \$2.00.

Business Hours, 7 A. M. to 4 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK  
117 W. 28th St.

PHILADELPHIA  
1608-1620 Ludlow St.

BALTIMORE  
Franklin & St. Paul Sta.

WASHINGTON, 1216 H. St., N. W.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS OF LY

	CINCINNATI Sept. 2		CHICAGO Sept. 2		BUFFALO Sept. 2		PITTSBURG Sept. 2	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	40.00	to 30.00	20.00	to 25.00
" " Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	10.00	to 20.00	10.00	to 15.00
" " No. 1 and culls.....	6.00	to 10.00	8.00	to 15.00	2.00	to 6.00	4.00	to 8.00
Russell.....	0.00	to 12.00	3.00	to 15.00	3.00	to 6.00	4.00	to 12.00
Hadley.....	0.00	to 12.00	.....	to .....	3.00	to 6.00	.....	to .....
Euler, Mock.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	4.00	to 12.00
Arenberg, Hoosier Beauty.....	5.00	to 8.00	3.00	to 8.00	3.00	to 8.00	.....	to .....
Ward, Hillingdon.....	4.00	to 6.00	3.00	to 8.00	2.00	to 3.00	3.00	to 8.00
Killarney, Key, Taft.....	3.00	to 6.00	.....	to .....	2.00	to 4.00	3.00	to 10.00
Ophelia, Sunburst.....	4.00	to 8.00	.....	to .....	2.00	to 6.00	3.00	to 8.00
<b>Carnations</b>	.....	to 2.00	1.50	to 3.00	.50	to 1.50	1.00	to 2.00
Cattleyas.....	60.00	to 75.00	60.00	to 75.00	40.00	to 50.00	60.00	to 75.00
Lilies, Longiflorum.....	12.50	to 15.00	10.00	to 12.00	8.00	to 10.00	.....	to 15.00
Lilies, Speciosum.....	.....	to .....	.....	to .....	3.00	to 5.00	.....	to .....
Lily of the Valley.....	.....	to 6.00	4.00	to 5.00	6.00	to 8.00	.....	to .....
Snappdragon.....	.....	to .....	3.00	to 4.00	.....	to .....	.....	to .....
Gladioli.....	3.00	to 5.00	3.00	to 6.00	1.00	to 3.00	2.00	to 4.00
Asters.....	2.00	to 4.00	1.00	to 3.00	.50	to 2.50	2.00	to 6.00
Dahlias.....	3.00	to 4.00	.....	to .....	.....	to .....	.....	to .....
Calendula.....	.....	to .....	2.00	to 3.00	.....	to .....	.....	to .....
Sweet Peas.....	.25	to .35	.....	to .....	.25	to .40	.....	to .....
Gardenias.....	.....	to .....	.....	to .....	.....	to .....	.....	to .....
Adiantum.....	.....	to 1.00	1.00	to 1.25	.50	to 1.25	.75	to 1.25
Smilax.....	15.00	to 20.00	20.00	to 25.00	15.00	to 20.00	10.00	to 15.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 60.00

**CLEVELAND** The cooler weather which ushered in September is reflected in the improved tone of business and the better quality of stock. Late asters are now being received in quantity and are met by a brisk demand. The glutted condition of the gladioli market is somewhat relieved, the better grades of flowers commanding higher prices. Receipts of roses are more liberal. Easter lilies are plentiful and move slowly. Sufficient lily of the valley is being offered to take care of the demand, which at present is fickle. Business is normally good and bids fair to continue throughout the month.

**NEW YORK** The past week has brought but little change in existing conditions and the market is still in

a sleepy condition. There is still an abundance of roses which run from poor to excellent. Lily of the valley and orchids are still scarce and hard to get. Asters continue a feature and in large supply.

**PHILADELPHIA** Asters have improved very much recently.

The local crops are especially fine and have the call over anything coming from a distance. This is no doubt on account of the delays in transportation and not from climatic reasons. Of course the fact that the later flowering sorts are naturally superior in size and form to the little fellows of early summer has also something to

(Continued on page 255)



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Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

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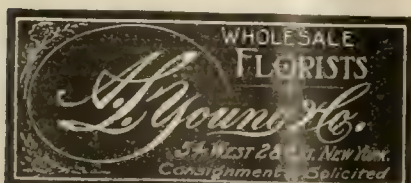
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**FINE ROSES, FANCY CARNATIONS**

A Full Line of ALL CUT FLOWERS.  
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MAURICE L. GLASS, Treasurer

Consignments Solicited

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Aug. 31 1918		First Part of Week beginning Sept. 2 1918	
American Beauty, Special .....	6.00	to 20.00	6.00	to 20.00
" " Fancy and Extra .....	3.00	to 6.00	3.00	to 6.00
" " No. 1 and culls. ....	3.25	to 3.00	.25	to 3.00
Russell, .....	.50	to 8.00	.50	to 8.00
Hadley, .....	.50	to 6.00	.50	to 6.00
Euler, Mock. Key .....	.50	to 3.00	.50	to 6.00
Arenberg, Hoosier Beauty .....	.25	to 3.00	.25	to 3.00
Ward, Hillingdon .....	.25	to 3.00	.25	to 3.00
Killarney, Taft .....	.35	to 15.00	.25	to 15.00
Ophelia, Sunburst .....	.25	to 5.00	.25	to 5.00
Carnations .....	.25	to .50	.10	to .50

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We have a numerous clientage of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

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**REED & KELLER**

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**Florists' Supplies**

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and are dealers in

Decorative Glassware, Growers and  
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**Manufacturers and Importers**

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HOUSE OF AMERICA

**Wired Toothpicks**

Manufactured by

**J. COWEE, Berlin, N. Y.**

10,000...\$2.00 50,000...\$8.75 Sample free.  
For sale by dealers.

When writing to Advertisers kindly mention Horticulture





QUEEN MARY CORSAGE SHIELD

## RIBBON NOTICE

Now is the time to stock up on Ribbons and Supplies. Market advancing rapidly. You will pay more if you wait until later in the season. Write or wire for firm offer or place your order at open prices. Include some of the corsage shields. Light, graceful, dainty, inexpensive. Indispensable in up-to-date art work.

### S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK  
117 W. 28th St.

PHILADELPHIA  
1608-1620 Ludlow St.

BALTIMORE  
Franklin & St. Paul Sts

WASHINGTON, 1216 H St., N. W.

## Flower Market Reports

(Continued from page 253)

do with it. But take it all in all the aster is the star of the firmament in the cut flower market just now, and has the field pretty much to itself. Roses continue very good from Russell down to Ward. In between, worthy of mention, are White Killarneys and Ophelias. Lilies are also an important standby and are in good supply. What would be done without them is hard to say. Lack of good lily of the valley and other regulars in white for memorial work throws it all to the longiflorum and keeps prices at unusually firm level for the summer months. Gladioli are still in evidence but they are getting smaller in stem and flower. The early flowering dahlias, in cactus, decorative, and fancy, are bobbing up a little more freely, and pretty soon these will be "cutting some ice," at least in the decorative and display work—although they are not much for the memorial end. Carnations, orchids, and a lot of other usually notable ornaments of the market are off on their annual vacation and we trust are having a good time.

Conditions

ROCHESTER, N. Y. have not changed materially since last week. The market is overcrowded with gladioli and asters. Both are arriving with their tips burned and are soft and considerably smaller than they should be. Growers are pleading for rain. All outdoor stock is small and does not sell very briskly. The supply of roses is shortening up, but the supply is about equal to the demand. The call for white lilies is not large and auratum lilies are in fairly good supply and sell well. Carnations are small with a meagre supply.

The market this week ST. LOUIS owing to the renewed warm spell was a quiet one with plenty of flowers but very little demand. The opening of the theatres will perhaps help to move things. Roses are improving, carnations are small, asters, tube roses and gladioli are in good supply at all the houses.

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
ROSES! I WANT ROSES!

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

NEW YORK

TELEPHONES  
Farragut 167 and 3058

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Aug. 31 1918		First Part of Week beginning Sept. 2 1918	
Cattleyas.....	35.00	to 150.00	35.00	to 150.00
Lilies, Longiflorum.....	4.00	to 5.00	4.00	to 6.00
Lilies, Speciosum.....	2.00	to 4.00	2.00	to 4.00
Lily of the Valley.....	4.00	to 8.00	4.00	to 8.00
Snaptadragon.....	.....	to .....	.....	to .....
Gladioli.....	1.00	to 2.00	1.00	to 2.00
Asters.....	.25	to 2.00	.25	to 2.00
Dahlias.....	.25	to 1.00	.25	to 1.00
Calendula.....	.....	to .....	.....	to .....
Sweet Peas.....	.....	to .....	.....	to .....
Gardenias.....	.....	to .....	.....	to .....
Adiantum.....	.....	to .....	.....	to .....
Smilax.....	6.00	to 8.00	6.00	to 8.00
Asparagus Plumosus, & Spreng (100 bunches).....	10.00	to 15.00	10.00	to 15.00

## Visitors' Register

Philadelphia—Will Rehder, Wilmington, N. C.; Frank Fallon, Roanoke Va.; John Paul, Cumberland, Md.

Rochester, N. Y.—Stephen Green of H. Bayersdorfer & Co., Phila.; Arthur Zirkman, Phila.; E. W. Neubrand of F. R. Pierson Co., Tarrytown, N. Y.

Cleveland—Charles H. Totty, wife and daughter, Madison, N. J.; E. A. Feters, Detroit, Mich.; Mr. and Mrs. James Salmon, Akron, O.; C. C. Beingsesser, Lorain, O.

Chicago—W. A. Manda, South Orange, N. J.; A. M. Terrill, Calgary, Alberta; Chas. P. Mueller, Wichita, Kas.; John G. Esler, Saddle River, N. J.; L. A. Coles, Kokomo, Ind.; Peter Ferrari, San Francisco, Calif.; J. F. Hauser, Bayfield, Wis.

### NEWS NOTES

Rye, N. Y.—The certificate of incorporation of the Ford Nurseries has

been filed. Its capital stock is \$10,000. Its directors are Ellsworth Ford, Louis I. Hand, J. Mansfield Redfield, Reginald E. Wigham, and Roy S. Pollock, all of New York.

Cazenovia, N. Y.—The Cazenovia Greenhouses, owned by Mrs. Henry Burden, will be closed this coming winter because of the inability to obtain a sufficient supply of coal. As the buildings are not so arranged that half can be closed and the other half heated, it will be necessary to close the entire plant. The closing will mean a considerable financial loss as there is a large stock on hand that will have to be disposed of before cold weather sets in.

## HENTZ & NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street  
Telephone No. 755 NEW YORK  
Farragut



## LOCAL AND GENERAL NEWS

### PHILADELPHIA.

Dr. Peter H. Lane of Chestnut Hill, well known to the florist fraternity, went to the hospital Wednesday for a serious internal surgical operation. We hope everything will turn out all right but in the meantime, like his hosts of friends, we sit on the anxious bench.

Mark Mills and Charles Grakelow were nominated for president at the monthly meeting of the Florists' Club, held on the 3rd inst. The election takes place at the next monthly meeting, first Tuesday in October. George Craig and Robert Kift were nominated for treasurer and secretary respectively.

Wm. E. Earnshaw, who has been chief accountant at Bristol for the U. S. Shipping Board since last June, has been promoted to assistant controller in the Board with headquarters in Philadelphia. The appointment goes into effect Sept. 17th. Mr. Earnshaw used to be connected with the S. S. Pennock Co.

Charles Sim and E. J. Dooner have got back from Lake Placid. Samuel S. Pennock is still at Indian Lake having a nice quiet vacation. He says there is very little hot fever up in the Adirondacks. John Burton and family have returned home after a pleasant week as guests of John Westcott at Waretown.

"What we like," says Robert Craig, "is a swift buyer. We had a visitor at Norwood the other day all the way from Boston. He came down from Philadelphia in a taxicab and stayed only five minutes. But in that short time he saw enough of our stock of Otaheite oranges to say, send me five hundred dollars worth—right away." Which says something both for Boston acumen and Craig quality.

A wedding of interest in this city and in Goldsboro, N. C., was that of Miss Celia Berkowitz, daughter of Mr. and Mrs. Paul Berkowitz, of 1741 Diamond street, and Mr. Nathan J. Edwards, of Goldsboro, which took place Monday at noon, at the home of the bride's parents, with the Rev. Joseph Krauskopf, of the Keneseth Israel congregation, officiating. She was given in marriage by her father and was unattended.

According to cablegram received recently both Douglas and Jack Earl were in the battle of the Ourcq and both are still in fighting trim—for which their parents are duly thankful. Doylestown luck again. And listen to this editorial from the Philadelphia Record:

"Pennsylvania has been harder hit in the daily casualty lists of late than any other State in the Union, and this section of the Commonwealth has been well to the fore. Yet, in spite of this, a strange immunity from death or even slight wounds appears to attach to the men of one good-sized town in this vicinity. Doylestown has sent a little more than its full quota of fighting men to the front, and there have been many evidences that Doylestown men have taken

part in the fighting, and yet up to date no one from that town has been mentioned in the lists, except one Schaeffer, whom no one in Doylestown seems to know anything about and he was only slightly wounded. This same protective spirit seems to have hovered over Doylestown during the Civil war, for the casualties among the men of the Bucks county seat were very low, despite their big part in the fighting."

May the good angel continue to hover over "Fordhook" even though "Kitty Wiggles" (and others) do lodge nearby.

### CHICAGO.

Joseph Foerster, trustee in the Wm. Kidwell bankruptcy case, has paid a dividend of 20 per cent. to the creditors as the result of his management during the six months.

Victor Young, retail florist at 1239 N. Clark street, who was reported to be having financial difficulties just as he was drafted, has now filed petition in bankruptcy with liabilities at \$3,448.37 and no assets.

Wm. Langhout, who has been the manager of the Then greenhouses and was considered the principal owner since its purchase from Anton Then, some time ago and has continued to be operated under the name of the Then Greenhouses, has been forced into involuntary bankruptcy. The principal item is a claim for \$21,700 for lily of the valley bulbs, received from Van Zonneveld Bros. & Philippo, Sassenheim, Holland and which he sold to H. N. Bruns, a local grower. Mr. Langhout was brought before Judge Landis to give an account of the whereabouts of the money and his memory failing him was placed under \$10,000 bonds by Judge Landis, Aug. 27th. A sensational trial is expected.

The Board of Forest Preserve Commissioners of Cook county, of which Peter Reinberg is president, has issued a pamphlet showing the location of the eleven preserves, containing 12,575 miles, all to be kept in their natural state, as far as possible, and, under proper restrictions, open to the people at all times. These wooded lands form a chain of pleasure grounds, some containing pastures for deer, others timber which has stood since the days of the Indians, others the most picturesque views in the county and all filled with birds, wild flowers and natural springs, which make them ideal spots for families to picnic in. A system of asphalt or concrete roads has been adopted by the board, which when completed will connect the preserves and form an outer boulevard system unsurpassed by any city. The purchasing of all these tracts, their improvement and maintenance, has meant work, the careful performance of which is a credit to Peter Reinberg, president of the board and one of Chicago's pioneer florists.

### CINCINNATI.

Jos. Durban and Ray Ech leave for national army training camps this week.

Ed. Schwarz, the Norwood florist,

is convalescing after an operation for appendicitis.

Jos. Grimme of R. D. Buttle's, who entered the service a few months ago, is now on his way across.

### BOSTON

Wm. R. Nicholson is recovering at a private hospital in Framingham from a serious and painful operation.

E. H. Wilson of the Arnold Arboretum is expected to sail from Japan for home early in January, 1919.

The Gardeners' and Florists' Club of Boston, will resume regular monthly meetings, the next meeting being at Horticultural Hall on Tuesday evening, September 17.

Frank Connelly, who has been a faithful employee of Welch Bros. Co. for over twenty-five years has entered the service and is now located at the navy yard in Charlestown.

The exhibition of children's home and school garden products last Saturday and Sunday was a splendid display of industry and thrift and most creditable to the myriad of young people who contributed.

Another star has been added to the service flag of R. & J. Farquhar & Co.'s this week, Mr. Benjamin H. White, who has been connected with this firm for many years having been called to the colors and has gone to Syracuse, N. Y.

Albert C. Burrage of Beverly Farms, Douglas Eccleston, gardener, exhibited at Horticultural Hall, Boston, on August 31 two rare orchids. They were Vanda luzonica, the first specimen ever shown at the hall, and Cattleya fabia, a hybrid of C. labiata and aurea. Each was awarded a silver medal.

### NEW YORK.

Secretary John Young has returned from his long tour of the West and is looking fine.

At the meeting of the Florists' Club on Monday night, September 9, which will be the opening of the series for 1918-19, asters, dahlias, gladioli and early chrysanthemums will be shown in quantity. Exhibits may be sent to H. C. Riedel, 49 W. 28th street, who will see that they are properly staged. Mr. F. R. Newbold and a number of society ladies are expected to be present.

### ST. LOUIS.

Louis Frank has taken over the Grand Leader floral department.

Sept. 1 Julius Schaeffer and Edwin Steitz took over the floral department at Scruggs, Vandervort & Barney's. Julius Schaeffer has been with F. H. Weber and Mullanphy, florists.

The Publicity Committee held a meeting on the 27th and important matters as to fall advertising were debated. A very attractive sign with the slogan "Say It With Flowers" has been prepared for the street cars.



**ROCHESTER, N. Y.**

Horace J. Head will spend his vacation in Toronto.

Miss Florence Inglesby has returned from a two weeks vacation.

Miss Marie Jacobs of Rochester Floral Co. is having a vacation.

Steve Green spent his vacation in getting the family supply of coal for winter.

The various stores on Main street had floral decorations for the Horse Show in blue, yellow, red and green.

Arthur Beyers, designer with J. B. Keller Sons, will leave for Erie, Pa. about Sept. 1. Later he has planned to take an extended western trip.

H. P. Neun had a very artistic window display of old fashioned flowers such as zinnias, marigolds, scabiosa and various others artistically arranged.

Because of the shortage of help in the Park Department, George Boucher's force was called upon to stage the plant exhibit at the exposition in Floral hall.

The auto delivery of H. E. Wilson's was badly damaged by the rear end of a street car crashing into it when turning the loop. Fortunately the driver escaped without serious injury.

Wm. Pitkin, Jr. has been promoted to general secretary of Y. M. C. A. at Camp Mills, Garden City, Long Island. Mr. Pitkin who is a landscape artist, left Rochester on June 1st. to engage in Y. M. C. A. work.

Sympathy is extended to Arthur M. Newborn, florist of 701 Monroe street, in the death of his mother, Mrs. Stephen R. Newborn, at the age of 75. Besides her son she is survived by a daughter, Miss Florence Newborn.

Miss Tessie Whitman of H. E. Wilson's has volunteered to become a war nurse. She will start training in the Baltimore Hospital, Sept. 1st. She has one brother on the firing line and another brother was killed recently in France.

**CLEVELAND.**

Mr. and Mrs. H. B. Wilkinson, of the Penn Square Flower Shop, are camping in the country.

With already seriously depleted forces, florists are wondering to what extent the new extended draft will effect their profession.

The new four story home of A. C. Kendel's Seed Store, at 216 Prospect avenue, is rapidly nearing completion, and will be occupied by Oct. 1st.

F. R. Williams, of the Cleveland Cut Flower Co., is enjoying a fishing trip in Canada, preparatory to taking up the increased activities of the fall.

Knoble Brothers staged a fine exhibit of ferns, palms and crotons at the Industrial Exposition held by the west side business men in Edgewater Park.

Scientific advertising is perhaps the greatest force in the commercial world today. By its means the sentiment, desires and actions of entire countries are controlled. Not to recognize it in business, and use it to the limit, shows a lack of ordinary business sense.—*National Nurseryman*.

**Obituary****George Ford.**

George Ford, of Glen Cove, N. Y., who enlisted in the Canadian Army last December, has been killed in action, according to word received here by his wife. Ford is the first Glen Cove man to be killed in the present war. He came to this country from Moultsford, England, in 1914, and occupied the position of foreman gardener at the J. P. Pratt estate. He leaves a widow.

**Lyman S. Briggs.**

Lyman S. Briggs, aged 71, a well known nurseryman, died at his home at Smith's Ferry, Mass., after a short illness. Mr. Briggs was born in Milton, Vt., in 1847. He located in Smith's Ferry in 1871 and entered into the nursery business in company with Charles Smith. The partnership was continued until Mr. Smith's death in 1891. Mr. Briggs retired from the business two years ago, having conducted it successfully for 45 years. Mr. Briggs is survived by one daughter.

**John White.**

One of the best and truest men of the flower trade has gone to his reward. John White, long a resident and florist of Pittsfield, Mass., died on August 26, aged 77 years. By assiduous attention and hard work John White built up a large and prosperous business and for many years was the leading florist in all western Massachusetts. The last few years he has passed in retirement and a well-earned rest. He leaves a widow, who is daughter of the late Benj. Grey of Malden, Mass., and granddaughter of William Grey, late superintendent of the Corning estate, Albany, N. Y.

**Dudley Hartford.**

Dudley Hartford of Bedford, Mass., died on Wednesday, August 28, at the Deaconess Hospital in Concord, aged 78 years. He was a native of Billica. In the early days of the flower stores in Boston "Dud" Hartford supplied them with moss, ferns and hardy greens of all kinds and was indeed an indispensable adjunct to the business. He was the pioneer of the present-day large industry of collecting, storing and supplying the green goods the year round. Dud was a typical shrewd Yankee always ready for a trade or a swap—anything from a clock, a horse and sleigh, a Baptist pulpit down to a jack-knife—and of late years since giving up his old avocation he has devoted his time to the collection and disposing of antique clocks and other curios. He was a good fellow, full of unctuous good nature, kindly and always reliable and the florists of the bygone days will all be sorry to learn of his passing away. He is survived by three sisters.

**TIMBER CENSUS.**

The Massachusetts Forestry Association is co-operating with the United States Forest Service in making a census of the merchantable timber resources of Massachusetts. The local assessors were asked for the names of all owners of fifty (50) acres or more of merchantable timber and cord wood in their respective towns and there has been a patriotic response. These owners were then requested to furnish the particular data desired by the Government. More than half of the owners have been heard from and the data is being compiled by towns by the association.

When the Government, last winter, was in need of certain kinds of wood, their representatives were unable to secure any satisfactory information here regarding the amount of timber of any particular species that grows in this state. This was unfortunate, because in times of war the nation needs its resources quickly, and a knowledge of the amount and location of any material should be definitely known. This is an excellent argument in favor of a survey of natural resources of Massachusetts, which has been demanded from time to time.

The Government is using large quantities of particular kinds of wood for airplane wings and propellers, gun stocks, tanning, charcoal and many other special purposes. While by this census it is desired to locate all kinds of merchantable timber, there is a special request at this time for white ash, white oak, black walnut, black cherry, yellow birch, hemlock and chestnut. Although these woods are in demand now, no one can tell when others may be needed, and for that reason all the commercial species that grow here are being tabulated. Anyone who owns a lot of less than fifty (50) acres of the kinds of timber mentioned, in saw log sizes, and who has not already reported the same, should communicate at once with the Forestry Association. It is desired to make this census as complete as possible. This data will be held strictly confidential and has nothing to do with taxation. General statements only as to amounts will be made public. It is hoped that all owners of merchantable timber will co-operate with the Government and the association by sending this information to the Massachusetts Forestry Association, 4 Joy street, Boston.

While this census cannot be expected to be complete, it will contain the practical data concerning our timber resources that is desired by the Government.



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### BUSINESS TROUBLES.

Chicago, Ill.—Victor Young, florist, 1239 N. Clark street, voluntary petition in bankruptcy; liabilities, \$3,448.37; no assets.

Malden, Mass.—Michael F. Enwright doing business under the firm name of the Highland Nurseries, nurseryman, 662 Highland avenue, in bankruptcy. He owes \$551; no assets.

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New Orleans, La.—Henry Mische, four houses each 55 x 65.

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1,274,784. Lawn-Border Trimmer. C. M. Richardson, Cleveland, Ohio.

### NEWS NOTES.

Somerville, N. J.—The Duke Farms Company will close down all their greenhouses the coming winter with the exception of the fruit, orchid and palm houses.

New York, N. Y.—Robert Wesley, formerly bookkeeper for George C. Siebrecht, is now assistant accountant in the Quartermaster's Department, U. S. Army, stationed at Charleston, S. C.

Manchester, Mass.—A lecture on "The Arnold Arboretum" was given last Tuesday afternoon at Horticultural hall by Edward Irving Farrington, who spoke under the auspices of the North Shore Garden club, and was enjoyed by a large number. The lecture was illustrated.

Hartford, Conn.—Page Potter, who has conducted the Bon Ton flower shop in the Johnson building for the last four years is among those who will leave next week for the national army. The shop has been sold to Paul Mathewson of Middle turnpike, east, who has been employed at the shop for the past year.

The United States Railroad Administration has given assurances that the orders of last March placing nursery stock on the list of commodities exempted from embargoes will be continued for the autumn and spring shipments of nursery stock.

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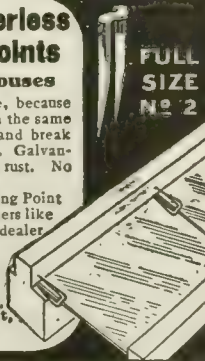
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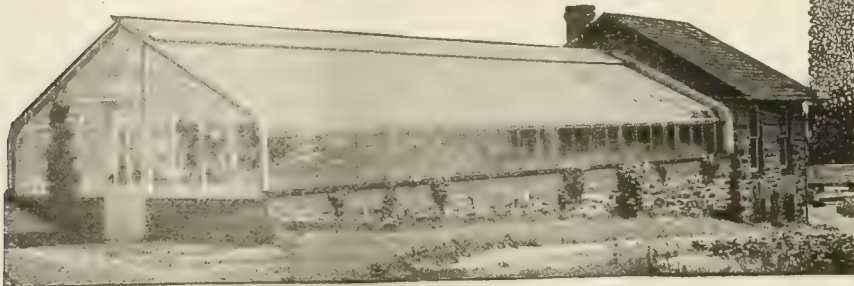
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# HORTICULTURE

Vol. XXVIII

SEPTEMBER 14, 1918

No. 11



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WRITE FOR OUR 1918 SPECIAL CATALOGUE  
To Market Gardeners and Florists  
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## ACONITUMS OR MONKSHOODS

The genus *Aconitum* is a large one consisting of many species and varieties all of which are hardy herbaceous perennials with a tuberous or fibrous root system. The large majority are natives of Europe but the genus is represented in North America, the Himalayas, Japan and China, and though the species from the last named country are few in number they are of much value horticulturally and more may be expected in the future from this land of plant wonders. At the present time only a few species and varieties are cultivated and these by no means as largely as they deserve, for, apart from the taller growing *Delphiniums*, no hardy plants produce such fine masses of rich color or have such stately growth, and from the end of July until the fall no plants are more attractive in the flower border. In many perennial borders, excepting those where annuals are used, there is often a dull season when the majority of summer floral beauties are a memory and it is too early for the late-flowering phloxes and other glories of the autumn. It is during this interval that the aconites are at their best with the exception of *A. Wilsonii* and *A. autumnale* (*Fischerii*) which two flower in October under normal conditions but when the season is a late one, such as 1917, *A. autumnale* is very handsome in November.

*Aconitum napellus*, which grows from five to six feet in height and has deep blue flowers, opens about July 25th in company with its white variety *albus* and *albo-roseus* which has white flowers with flesh colored edges. The two latter are effective in groups and so is *A. napellus carneum* with more decided pink markings but they are not so effective or so strong in growth as those with blue flowers. *A. napellus bicolor* and the remaining varieties of *napellus* mentioned here commence to flower about the fifth of August. The variety *bicolor*, with blue and white flowers, is extremely attractive and would merit a place in a list of the twelve best herbaceous plants. Another variety, *variegatus*, is also blue and white and though the colors are less well defined it makes an effective group. *Meilichoferi* is a noble plant growing seven feet tall with deep blue flowers. *Uncinatum*, dark blue, is also good. Perhaps the most effective and certainly the most popular of the blue flowered sorts is *A. acutum* which I believe is the same as Spark's variety. This grows about six feet high and is remarkable for the great number of side

branches. When planted in a mass it is singularly handsome. Other desirable sorts are, *uncinatum*, *Willdenovii*, *cammarum*, *inunctum* and *Stoerkianum*, all of which commence to flower about Aug. 5th. The flowers vary in color from pale to deep blue and the habit of each makes it separate and distinct. An uncommon but singularly handsome species is *A. volubile* which, in good soil, grows fully seven feet high. The numerous side branches are produced from the base of the main stem forming a pyramid of bloom.

*A. Wilsonii*, discovered by E. H. Wilson in China, is a noble plant of giant stature. It has produced flower stems here over ten feet in height and the great number of large blue flowers which open about Sept. 10 make it a conspicuous plant through the autumn. *A. chinense* is useful for its lateness being generally at its best the last of September. *A. autumnale*, often known as *A. Fischerii*, is a very striking plant, the last of the aconites to bloom. When grown in a sunny position it is about three feet tall with large, very glossy foliage and broad compact heads of intense blue flowers. For producing a splendid color effect there are few hardy plants of greater beauty, and in every respect this is one of our best perennials. The only species mentioned in these notes but not growing in the collection here is *A. Vilmorinianum*, of Chinese origin. Its climbing character makes it a very interesting plant and the pale blue flowers are very pretty. I have seen it growing and have no doubt it would prove quite hardy.

All the monkshoods succeed in almost any good garden soil but amply repay one if liberal treatment be accorded them. When preparing the ground for planting it is advisable to dig deeply and incorporate plenty of well decayed manure, for by so doing the plants will continue for several years in a vigorous condition without the necessity of replanting. While eminently suited for the herbaceous border they are also of much value for half shaded situations such as the woodland or semi-wild garden and if undisturbed are soon able to naturalize themselves.

Arthur. E. Thatcher

Mt. Desert, Me.

## Important to All Florists Throughout the United States of America

Statements have gone abroad that an order was issued from General Crowder's office at Washington, D. C., placing the florist business on the non-essential list, and that florists must seek other occupations. This I have never believed and do not believe it now but the fact that these statements have gone out and suc-

ceeded in disorganizing help to a very large degree in the florist business.

In view of the above statements which have come to me from various parts of the United States, I called on General Crowder at three o'clock on Friday afternoon, September the sixth, and he personally assured me that the florists had not been classed as non-

essential nor was there any idea of doing so.

This statement coming direct from General Crowder should in a measure alleviate the discontent among the florists, especially the heads of departments.

WM. F. GUDE.

Washington Representative S. A. F. & O. H.



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To reform flower marketing

We call especial attention of our florist readers to the paper by J. E. Pollworth of Chicago on the marketing of cut flowers, which we print in full. We consider it a most valuable contribution on this vexed subject. Mr. Pollworth has handled it with clear insight and sincerity and evidently has given much thought to the situation. The problems presented are, however, an old, old story, particularly to the older markets in the east—New York, Boston, Philadelphia—and scores of the intelligent, thinking men in the trade, growers and wholesalers especially, have spent many thoughtful hours vainly seeking a solution that would suit the majority and do justice to all. Mr. Pollworth strikes the keynote of reform when he advocates harmony and a mutual understanding among and between all departments of the industry as the first step towards bettered conditions. That such a co-operative spirit has not existed to any great extent in the past is well-known. The blame is laid variously of course. But to one unprejudiced

either way, it is often a case of "the pot calling the kettle black" or as Shakespeare puts it—"Use every man after his desert and who shall escape a whipping." Let us hope, now that our hustling, earnest Chicago friends have seriously tackled the matter, that they may find a way out and in due time set the pace for a well-balanced and well-established system of flower marketing, in which all departments of the industry may enjoy full scope for enterprise and a fair return for intelligent and efficient service.

### Commissions and presents to gardeners now a thing of the past

The August bulletin of The Garden Club of America, No. XXVI, contains a report of the Committee on Trade Relations in relation to eliminating graft; bribes and commissions to gardeners. The report states with respect to a questionnaire sent to leading nurserymen and seedsmen that in answer to the question: "Do you give commissions, gratuities or presents at Christmas or other times to professional gardeners?" thirty-six answers had been received. Twenty-three firms replied briefly in the negative, while three gave less positive answers. Replies from ten other nurserymen who have gone into the question more in detail and heartily condemn the practice of paying commissions are given in full in the report. They show that this form of corruption injures the dealer, the employer and the employees and that where it has become prevalent both in this country and in England it has been forbidden by law. Attention is called to the report of the Federal Trade Commission urging the passage of a law to prevent bribes in trade. The Federal Trade Commission in urging on Congress on May 16th the enactment of "a sufficient law striking at the unjustifiable and vicious practices of commercial bribery," held that every person participating in any such transaction should be reached by a criminal statute. The report also states that

"Fourteen states have statutes striking at the practice." "The commission feels that the stamping out of bribery is one necessary step to the preservation of free, open, and fair competition, and to that end respectfully urges that such legislation should prohibit not only the giving and offering, but the acceptance and solicitation of any gift or other consideration by an employee as an inducement or reward for doing any act in relation to his employer's affairs or business, or for showing or forbearing to show favor or disfavor to any person in relation to his principal's or employer's affairs or business.

"In order to prevent a resort to a common method of corruption, it is recommended that the law should also prohibit the giving of any such gifts or other consideration to members of the agent's or employee's family, or to any other person for his use or benefit, direct or indirect."

HORTICULTURE has always held that the professional gardener is worthy of his hire, that his calling which is a highly specialized one, has only in a few instances received proper recognition in this country. Now, his services are beginning to be appreciated at their true value and he should receive adequate compensation for such service from his employer directly. He should not be placed on the level of the hotel waiter who accepts a wage of perhaps a dollar a day and is obliged to look to those he waits upon for enough more to enable him to exist. HORTICULTURE believes that nearly all the better class of gardeners would positively refuse to accept a straight commission on purchases for their employers, although many have not regarded presents as equally compromising. This new movement doing away with both cannot fail in the long run to benefit the gardener as well as his employer.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

The fall season for the florist is now opening. What are the prospects for good business? Are flowers in the public mind? Just how these questions should be answered entails considerable thought. One question hinges upon the other—an affirmative answer to the latter would furnish the answer we all would desire for the former.

Supposing that, just now, flowers are not in the public mind—and who is optimistic enough to say they are?—it would naturally occur to anyone that the best thing to do would be to exploit them, so that they might command the attention we require. Our publicity committee did this thing just prior to St. Valentine's Day this year, with the result that the public "sat up and took notice"—never before did the florists do so much business for this particular festival. The same course was taken in regard to Mother's Day, and the result was the same—the greatest business ever done in connection with this memorial day. And, when we come to think of it, these days are "made" days—made by publicity, made by exploiting flowers for use on these occasions, made by effort put forth mainly by florists themselves, through proper organizations.

The public mind is most receptive. Any idea which is properly put forward and aggressively pushed is sure of a good reception, provided it of itself is good.

The idea which we have all along entertained, that the public would accept proper suggestions tending to a wider and greater use of flowers in the home, being a good one, has been kindly received, and, in consequence, we have enjoyed the benefit of a demand which has surprised many of us who have had regard to the depressing influence of these wartimes.

It is highly necessary that the work of our committees which has resulted in so much publicity for our products should be kept up. Their efforts should not be curtailed in the least; they should even be greater than before.

We are nearing a crisis in our national affairs which points to times of greater depression and, therefore, the

need of intensive stimulation of demand for flowers and plants.

We are confronted with our annual avalanche of chrysanthemums, which this season is expected to be abnormally large. As we all know, this crop is an expensive one to raise, and its value in the aggregate is immense. It must be moved, and moved profitably.

Our committees are called upon, through publicity channels which they have planned, to assist in the effort which all must put forth to get this crop into the homes of the public, as well as to stimulate the demand for other flowers in season.

The committees can perform their part if the trade will furnish the wherewithal—the amount of money needed to complete the publicity campaign fund of \$50,000 which was asked for at the outset. Only \$6,000 more is required to insure the completion of the committees' carefully thought out plans for 1918. Already liability is being incurred looking to the consummation of these plans, and every penny of the fund will be needed.

Surely the florists who have not already subscribed will lend their help by sending in at once what contributions they can. Many hundreds of their brethren have already contributed generously, in many cases duplicating subscriptions made earlier in the campaign. This is no class project—retailers, wholesalers and growers are all benefited.

JOHN YOUNG, Secy.

1170 Broadway, New York.

Sept. 7, 1918.

## GENERAL COMMITTEE ON COST OF PRODUCTION.

To the Members of the S. A. F. & O. H.:

Fellow Members:—Following a discussion on present day cost of production, the president was empowered to appoint a committee to collect statistics along these lines in order that a production cost basis might be worked out, as a means of educating the grower to the prices he should receive for his product in order to make a living and to put his business on a proper plane as a business enterprise. I will appoint a committee and draft them if necessary, but first

of all I am going to call for volunteers. If we can get a few active men in every state who will be willing to make a record of cost statistics in their own line and permit them to be used, it will render the work much easier.

Some of our very best cut flower growing establishments and many of our retail establishments at the present time are collecting or have collected such statistics. These statistics, of course, rightfully belong to the man or parties who compiled them, possibly with the expenditure of quite a little money and labor, and they may rightfully say—"what we have collected is ours: let the other fellow look out for himself." While this idea might prevail in normal times these times are very abnormal and every man is "his brother's keeper," to the extent of helping in some way to keep the "Ship of Business" afloat, while the boys are "Over There."

It will be necessary in order to get a comprehensive idea as I see it to collect statistics from every state. Cost of fertilizer differs radically in different sections of the country as does labor, coal, etc., and other items that enter into the business. This phase of knowing the cost of a crop is not a new proposition in other lines, though florists save in rare cases, have no knowledge of what it costs to produce a crop, and this is the first element of any successful business.

How many florists in different states will agree to collect statistics along these lines and how many will agree to contribute statistics, they have already collected on this most important subject?

I trust volunteers from every state will answer this and then I will appoint a central committee, who will make suggestions as to just how the different work can be carried out.

Brother florists, if you really want to see our business brought to its proper legitimate plane, give us your aid in this movement, which as one florist in St. Louis remarked to me, was the most vital subject he had ever heard brought up at any Florists' Convention.

CHARLES H. TOTTY,

President S. A. F. & O. H.

Madison, N. J., Sept. 6, 1918.



## CLUBS AND SOCIETIES

### NEW YORK FLORISTS' CLUB.

The initial meeting for the season 1918-19, on Monday evening, September 9, was a splendid affair, fully 125 members being present. R. Vincent, Jr., of Whitmarsh, Md., was an interested and interesting visitor. President Schenck handled the occasion in a very able manner and made some very encouraging and optimistic remarks on the outlook. Mr. F. R. Newbold and a number of ladies interested in patriotic movements were present. There was a fine exhibit of seasonable flowers. Mr. Vincent, C. H. Totty, J. A. Manda, J. S. Fenrich, and Secretary Young were among the notable orators of the evening.

A feature of the exhibition was the superb collection of choice named gladioli by J. Lewis Childs. It was awarded a silver medal. George Schlegel, gard. S. J. Milosy, showed a beautiful cattleya—C. Moira. This also received a silver medal. C. H. Totty showed a new rose, "Premier." It was pronounced "very promising" and will be exhibited again. A "Giant Everblooming" raspberry—"La France" which fruits from midsummer until frost was staged by J. Scheepers and was awarded a preliminary certificate. R. Vincent, Jr. received high commendation for a handsome display of dahlias.

The unfurling of the club's service flag by Mrs. Curtin and Mrs. McVickar, bearing fifteen stars was an inspiring event. The publicity campaign, "Say it with Flowers" propaganda, flowers to hospitals, credit system, census bureau work, S. A. F. and F. T. D. activities all furnished abundant incitement to eloquence and it was taken full advantage of.

An invitation to attend the meeting of the Federation of Horticultural Societies and Floral Clubs, to be held in Syracuse, was received from Secretary White. A vote of thanks was extended to the St. Louis Florist Club for hospitalities to the representatives of the New York Florists' Club. Committees on the death of James Dean and A. V. D. Snyder were duly appointed.

### CLEVELAND FLORISTS' CLUB.

The annual meeting of the Florists' Club, held at the Hollenden Sept. 9, was a very successful gathering. The annual report of the secretary showed a comfortable financial balance. Frank A. Friedley was voted a life member-

ship in the S. A. F. & O. H. by reason of his splendid efforts to secure S. A. F. members, which enabled him to win and donate to the club the \$100 Liberty Bond offered by President Totty.

A motion was unanimously adopted to invest a liberal portion of the club money in Fourth Liberty Loan Bonds.

The Soldiers Committee reported that approximately 80 trade members from this city and environs were now with the colors.

The new administration with Chas. J. Graham at its head, supported by an able secretary and executive committee, was launched with a spirit of harmony that augurs well for the success and welfare of the club during the next 12 months.

President Weeks of the National Association of Gardeners announced that the Gardeners' annual convention, which was to be held in this city Sept. 24, 25, 26, had been postponed, through patriotic motives, until after the war. The club lost three members by death during the last year—C. F. Bartels, B. Hart and Fred Ponting.

### CHICAGO FLORISTS' CLUB.

The Chicago Florists' Club held its regular meeting on Thursday, Sept. 5th, at the Randolph Hotel. It was retailers' night, the third of the series that covered all the branches of the business, growers, wholesalers and retailers. Papers had been requested but there were but two responses, one from A. Lange, prominent retail florist in the "loop" for many years and the other one anonymous.

The members showed more willingness to discuss than to write and remarks more or less interesting were made by most of those present.

E. G. Hill, of Richmond, Ind., was present and spoke of the close relationship between the three sides of the florists' business and the absolute necessity of understanding and harmony between them if success would come to all, especially now when so many things were menacing the trade.

The matter of the trade's part in the Fourth Liberty Loan was discussed and E. C. Amling's store was chosen as headquarters. Fred Lautenschlager, president of the Chicago Florists' Club was made chairman and his committee will be named next week.

### GARDENERS' CONVENTION POSTPONED.

Acting on the recommendation of some of its members, the executive committee of the National Association of Gardeners has voted to postpone its annual convention, which was planned to be held in Cleveland, Ohio, September 24-26, in order that the association may comply with the recent request issued by the director of the railroads to avoid all unnecessary traveling and respond to the general appeal to invest in War Savings Stamps by investing the savings of convention expenses, and to hold the convention in Cleveland at the conclusion of the war.

In postponing the annual national meeting for the duration of the war, the executive board urges that gardeners' local conferences be frequently held to discuss ways and means by which the gardeners can aid in speeding the war.

In announcing the convention's postponement, President Robert Weeks instructed that the secretary and treasurer publish their financial reports at the close of the fiscal year, December first, and that the secretary also publish a report of the association's activities including its Service Bureau and the work of the various committees during the year.

Madison, N. J. M. C. EBEL, Secy.

The Cleveland gardeners have arranged to hold a gardeners' conference at the Hotel Hollenden on Tuesday evening, Sept. 24, at 8 o'clock, to which all gardeners and those interested in the development of ornamental horticulture are invited. The conference will be devoted to considering wartime means, how the gardener can best serve the country's interest. Some noted speakers, both in and out of the profession, will be heard. In New England a conference under the auspices of the Boston gardeners is being planned to be held some time during the middle of October in the city of Boston.

M. C. EBEL, Secretary.

The Grand Dahlia show of the American Institute of the City of New York and the American Dahlia Society will be held at the Engineering building 25 to 33 West 39th street, between 5th and 6th avenues, New York city, Tuesday, Sept. 24, 1898, from 7 to 10 p. m. and Wednesday and Thursday September 25 and 26, 1918 from 10 a. m. to 10 p. m.



# THE WHOLESALE HOUSE OF THE FUTURE

By J. E. Pollworth.

## Modern Business Methods.

Modern business is always aggressive. To spend intelligently in accordance with the needs of the business is conservation—always alert to every opportunity to a healthy expansion. Let us introduce commercial ideas and practices as are to be found in such lines of activity. Some wholesalers have shown this spirit of aggressiveness where others fail to keep abreast of the times, standing still, or losing ground. The New Idea of "The Wholesale House of the Future" is to give valuable service to realize greater returns. The Old Idea is to wait for business. Increased sales by the wholesaler should not necessarily mean more customers—it should mean that the increase in sales is due to more efficient and valuable service to the customers we already have.

## Cost of Doing Business.

The cost of wholesaling has advanced steadily toward the 15 per cent commission allowance. To hold down the cost of doing a wholesale business is to do more business. No reduction of the cost of expense can be expected, and it is for that reason that some effective and practical plans must be devised to "get the money" for the grower—that's getting it for us, and for the retailer, who must see the grower prosperous in order to have the producer raise the stock for him to do business with. We have been asleep. Always making money heretofore, and now when doubtful conditions are placed before us—well, anyhow—let's not blame it entirely on the war.

## Starting in Business

Wholesale houses in the past could start with a little capital to do a 100 per cent business on a 15 per cent basis—rise from a wage earner, as salesclerk or bookkeeper, to having his own wholesale commission business. The wholesale market is conducted any way any individual house may see fit to carry on its business. To begin to analyse the operations of all the houses would take more time than one cares to listen to—but out of such a complex situation some one house must arise as will typify "The Wholesale House of the Future."

## Waste of Duplication.

In carrying on a wholesale business we continually encroach on each other without any resultant benefit to any one individual, wholesaler, or to the market as a whole; each overlapping the other, neither recognizing any ethics in business. The war has rapidly forced the trade into looking into new things—new ways to economize, and yet compelling it to see that it maintains itself.

## "Sales Returns."

To classify these wholesale factors that make up the market—the grower selling direct has less "to think about" than the commission wholesaler. The grower selling direct "does not have to be shown."—He knows.

## Foreign Consignments

A wholesale commission house should have its limitations. It should not accept consignments of "Indoor and Outdoor" stock except from growers whose specialty is to commercialize produce for the wholesale market.

## Department Stores.

To discourage the practice of selling to department stores in times of over abundance (glut) unless such department stores operate a retail cut flower department all the year through.

## Retail Orders.

That the wholesale grower and the wholesale cut flower commission business omit selling direct to the consumer—otherwise known as the "Red Violet Business."

## Growers' Organization.

Growers consigning to any one house to organize and hold regular meetings to take up such matters as of interest to consignee and consignor, thereby promoting the welfare of both. Acting under one administrative force it is bound to give greatest returns to the grower on the capital invested, and the greatest amount of satisfaction to the management of such wholesale institution. That some means be devised of an organization in the wholesale market with growers as represented by the commission wholesaler and with that of the wholesale grower to prevent as much as possible the dumping of foreign stock into the market during a glut period.

## Licensing and Bonding.

Licensing of the commission business and bonding them for the proper conduct of their business—particularly for the benefit of the consignor and the prestige such supervision will carry to the distant buyer and also stop the questionable methods of soliciting consignors.

## Credits.

Increased overhead cuts closer into the 15% allowance to the wholesaler. Long credits will have to be discontinued. Each credit extended by a wholesaler uses that much more of the capital. We eventually must curtail our credits to the same limits that we have to pay those with whom we deal. No retailer has a justifiable reason to expect to use a wholesaler's capital to carry on his business.

## Expense of Selling.

It takes from 8% to 12% for a wholesaler to do business right. If collections are not within a fixed basis of income additional money of the wholesaler must be supplied. The expense of selling has increased without increase of commission income. Problems we solve today to meet conditions are but stepping stones in establishing "The Wholesale House of the Future." Present obstacles are not temporary. They will be with us for a long time to come. Labor shortage, higher wages, higher production

costs in the commodities we handle, require greater returns on the investment. The wholesaler must first see to it that the grower is able to continue on at a profit so that the commission house has something to sell, therefore, means must be found to keep the growers on a business paying basis. The large producers have shown that they can well afford to develop their own market, while the smaller growers, collectively, do best by the commission method.

## 20% Commission.

Chicago is a natural "dumping ground" for cut flowers coming in from all parts of the country. While we are obliged to accept them when express charges are paid or guaranteed, it is our privilege to charge 20% from transient shippers.

## Greenhouses Costs

Greenhouses costs is beyond the present scope of this paper. Costs can be measured very readily on the "per square foot measure" basis of the soil benches or from the individual plant, or determined by a given glass area. A grower with a record of cost should compel his wholesale house to render a detailed "Report of Sales;" just what the products are selling for. Such records will be available from the "Wholesale House of the Future."

## Advertising.

Retail dealers are attracted to this market only as we have the goods to advertise. The wholesale grower and the commission wholesaler has done very little to create a demand for flowers with the consuming public. If you want higher prices, support the publicity campaign of the "S. A. F." Create a demand to put flowers to greater uses and the public will pay the price.

## Control of Shippers.

So long as the commission wholesaler exercises no control over his consignors to bring about better conditions of marketing, so long will we stay as we are. The commission house, to build and to hold its customers, must have control over the grower. It is expensive to get the customers and then fail to hold them. The retailer pays the price when given the quality and the service due him and only so will the grower expand as he has assurance of receiving prices to cover the cost of production. The grower who coordinates his greenhouses with the commission wholesaler broadens the responsibilities of such wholesaler—each co-operating with the other, yet each retaining his individuality. Several growers, because of their close relation, have succeeded well in consigning their stock in open market. It stops suspicion and discontent of the grower in the sales of his products.

## The "Square Deal."

A wholesale cut flower commission business should show no favoritism to any grower in the sales of his stock



—stock received to be sold on an equal basis with that of all growers doing business with the consignor. Within the strict meaning of a commission house, such house should not have any stock of their own "to get first attention."

#### Speculation.

No wholesaler in the cut flower commission business should speculate for his own account. It may be justified in some other commodities, as fruits and vegetables, but in the cut flower commission business all sales should be made to the account of the consignor—deducting the usual commission, express charges, and, where circumstances permit, for any "pickled stock" that customers will not pay for. The grower should take into consideration with his wholesalers the probability of the products he wants to grow—that the same are "Good Sellers." Growers should endeavor to produce dependable, acceptable products to satisfy the retailer. "Pickling" is but a temporary gain to a grower and usually the permanent loss of a good customer to the wholesaler, and no wholesaler with a knowledge of such conditions of stock should unload it at any price. When such stock reaches the public the harm done usually costs more than many times the price received in getting rid of it.

#### Regular Consignments.

Getting stock into the wholesale market in the best of condition is worth all it costs to the grower in entitling him to the highest prices with the least amount of trouble and effort in the handling of it by the wholesaler.

#### Marketing Stock.

All stock should be bunched and graded to run uniform in quality. Wherever practical it is advisable that the stock show some mark of identity of the shipper, since such stock, when known to the buyer, creates a demand for itself with consequent higher prices.

#### Poor Stock.

Poor stock requires more attention of the sales force and is usually unsatisfactory to most buyers. It is to be admitted the bigger the volume of sales because of good stock the greater the income of commission to the wholesaler.

#### Grading of Roses.

Roses should be graded uniformly as to bloom and foliage—sorted out in their different lengths according to rule measure, 8 to 12 in. in length for short, 15 to 18 in. for medium, 24 to 30 in. for long. That is for the grower to do. The long length to be wrapped up 25 to a bundle, the medium and short 50 to a bundle. Any "in-between" lengths demanded require the re-grading by the wholesaler. Such grades are so marked on the consignment sheet, in their different varieties, and should be so sold and reported to the grower on his "Report of Sales."

#### Carnations.

Carnations are likewise bunched in 25, as is the custom, with an identification tag to each bunch, marked in their different colors on the consignment slip, and so reported each day's sales on their "Returns." With few exceptions, most stock can be handled

in this manner, resulting in fewer mistakes and less losses to the grower.

#### Classes of Wholesaling.

The commission house accepts consignments to sell at best prices obtainable less 15% commission, and remits the proceeds. Then we have the wholesaler who produces his own stock and also accepts consignments as well as speculates for profit above the purchase price. Then we have the wholesaler who creates his own market and sells his own stock. Others in the market make up the balance "all in one," without any specific policy.

#### The Department Store.

Many department stores consider it good advertising to attract the people to their store, offering cut flowers cheap, and misleading the public to the belief that the legitimate retail florist asks too much for his flowers. "The Wholesale House of the Future" will not sell cut flowers to department stores for such purposes as the department stores use them.

#### Remedy for Gluts.

A well managed retailers' association should be so organized as to relieve the Chicago market in "Glut Periods." Retailers in all parts of the city could accept such proportionate share as they could dispose of in their community. With newspaper publicity, low prices of cut flowers would attract buyers to retail stores everywhere, stimulate new business and please the regular patron.

#### Cost of Advertising.

The cost of such advertising would be small in comparison to results achieved. The growers, wholesalers, and a retailers' association, through an advertising agency, could well work out a plan of co-operative advertising. Retailers will learn to make their prices correspond to changes in the wholesale market. To get flowers into the hands of the public through the retail florist when flowers are cheap is one of the initial steps of getting the public at large "To say it with flowers." Profits will be just as large to the retailer selling in quantity in glut times as the profits from high prices and fewer sales. The commission man would then realize his commission from the grower and the grower would not take his losses "to the dump."

#### Co-operation.

Advertising properly applied is the keynote to accomplishment. "The Wholesale House of the Future" will work in unison with the retailer, with his growers, with his competitors, to master the law of supply and demand in the promotion of sales. "The Wholesale House of the Future," in doing its advertising to reach the dealers, should be a "Booster" for the Chicago market. No advertising at any time should show discredit to any one or more competitors. We must keep business coming to Chicago.

#### Cut Flower Orders.

Standing orders—mail orders, telegrams, telephone, or orders filled by personal selection, must reach destination in a satisfactory condition to uphold a profitable market. While the very perishable nature of the goods

brings about uncertainties, expected difficulties will naturally arise at times to the quality of the stock. It is a good rule to accept the statement in good faith of an approved customer who has cause to complain, and it is best to rectify such complaints to retain the good will of the buyer.

#### Business Principles.

"The Wholesale House of the Future" will have to conform to defined business principles as are seen in other organized commercial industries. We have in our midst several examples of such wholesaling. A wholesale house can expect the respect of its position in the trade only as it has the full confidence of the growers and retailers. It cannot be fair to the grower unless it is fair to the retailer.

#### Regulation of Market.

Only in mobilizing the resources of the Chicago market can we hope to obtain such regulation as will best serve the needs of the grower toward higher prices. Make buying in this market so inviting and prove up the standard strength of our "Productive Power." Let us make it easier for city retailer and distant buyer to buy cut flowers from this market because it is cheaper to get them from the Chicago market than it is for the retailer to grow them for himself.

#### Burden of Overhead.

To reduce a part of the "Burden of Overhead" of the wholesaler because of duplication of efforts and fixed expenses would it not be expedient to consolidate some of our wholesale growers with that of smaller growers, as represented through the commission house, and begin the day that will add to our market "The Wholesale House of the Future?"

#### Consolidation.

Less wholesale houses and better ones. Each big enough to do things as they ought to be done. That will aid towards equalizing the prices, to serve the retailer, and provide a guarantee of prices to "Keep up" the earnings of the grower. Growers, large and small, with the retailer, bring about an understanding on different phases of this market. Harmony will prevail among all classes of the trade. That is the wish of the "Wholesale House of the Future."

#### Organization.

It is hardly necessary in the year of 1918 to present arguments for trade organization. They have demonstrated their usefulness, banding together those who have common interests. Apparently, the grower, consignor and the retailer in Chicago have no interest in common. The better understanding toward each individual member brings about unlimited possibilities to do good. The future expansion, the present protection of the cut flower industry in all its branches, requires organization. Uniformity, standardization with a constant alertness towards progressiveness, will make the cut flower industry a greater influence in the business world. Where individuals take years to bring about changes, to check abuses or to make improvements, such improvements can be done in a few months by Organization.



## Obituary

William F. Dreer.

The Grim Reaper has certainly cut a wide swath in the Philadelphia seed trade during the past few years. First it was Robert Buist, then shortly after, Wm. Henry Maule, Herbert Johnson, W. Atlee Burpee and Walter P. Stokes. Now comes the sad news of the passing over the Great Divide of William F. Dreer, head of the world-renowned firm of Henry A. Dreer, Incorporated. Mr. Dreer was a great seedsman in every sense of that very inclusive and exhaustive term, having got his early training under his father in Philadelphia, this being later supplemented by study and practice abroad in Erfurt and Paris. He knew the business in all its branches—seeds, bulbs, plants—and achieved fame and fortune as deserved as it was great. He was a man of most engaging personality—quiet, unassuming, genial, gentle and democratic. He had hosts of friends the world over who will cherish his memory while memory lasts.

GEORGE C. WATSON.

Historical sketch of Mr. Dreer and his firm by J. Otto Thilow, secretary of the company.

Mr. Wm. F. Dreer, president of Henry A. Dreer, Inc., died at Woodstock, Vermont, September 8th, at 8.30 p. m., aged 69 years.

Mr. Dreer was active in business for nearly fifty years, and was still the guiding hand of the firm up to two years ago, when his health began to fail.

His father, Henry A. Dreer, the founder, died in 1873. Since that time and before, Wm. F. Dreer has had the responsibility of directing the affairs of a fast increasing seed, plant and bulb business, which is now entering upon its 80th year, being established in 1838, and incorporated in 1892. His early training began directly upon leaving school at 18, when he was sent to Germany and served with one of the largest seed firms, thereafter going to Paris and continuing until qualified to handle and direct the affairs of an increasing business of many details.

In 1892 the firm was incorporated, J. D. Eisele, vice-president, and G. A. Strohlein, director, assuming the responsibility of the plant department in full. Under this management the plant department grew to great proportions well known to the trade. Mr. Eisele has been with the firm since 1876, thus serving a lifetime hard and

sincere. Mr. Tull, treasurer, has been with the house over 30 years, and is responsible for the management of the office. J. Otto Thilow, secretary, came to the house in 1884. Geo. D. Clark, director, who is in charge of the flower and bulb department, has been with the house since 1895. Geo. A. Strohlein, director, has given 35 years of service in the plant department. Chas. H. MacKubbin, director, is in charge of the vegetable and agricultural seeds, is also manager of the advertising department.

Mr. Dreer was always in close touch with the business, even up to two years ago, when he began to fail in health. He went to Woodstock, Vt., in July, but shortly after arriving there he was stricken with acute Bright's disease. He died after much



WILLIAM F. DREER.

suffering and was buried on Wednesday, Sept. 11th, at Woodstock. Mr. Eisele, Mr. Tull and Mr. Thilow attended the funeral.

### Matthew Todd.

Extracts from The Horticultural Trade Journal.

After a lingering illness, Mr. Matthew Todd, J. P., Edinburgh, having reached the threshold of four score years, passed away on August 7th. A native of Ayrshire he was apprenticed to the horticultural trade in Kilmarnock, and when a young man was chosen by Messrs. Peter Lawson & Sons, Edinburgh, to fill an important position in their seed establishment. About forty years ago he commenced business on his own account. After a long and honorable career his mortal remains were laid to rest in Wariston Cemetery, on August 10th, amidst many manifestations of genuine sorrow. Not only the horticultural

fraternity of Edinburgh, but of Scotland generally, and many beyond her borders, mourn the death of Matthew Todd, and realize that bereft of his presence and counsel the horticultural ranks of our country are decidedly poorer, for the influences of his life's work and teachings extended far beyond the city of Edinburgh. Although his business was eminently that of a florist he had considerable knowledge of all branches of the trade.

Practically from its inception, he was one of the supporting pillars of the Scottish Horticultural Association, occupying every post of honor which it was within the power of his confreres to confer upon him. He was president in the years 1897-98, and, always a host in himself, his occupancy of the chair was characterized by cordial, genial meetings, rendered so no doubt in good part by his tactful demeanor, as well as by his serene and placid, yet vivacious nature of his contribution to the discussion.

By the passing away of Mr. Matthew Todd is extinguished the brightest star in Edinburgh's horticultural firmament, and its orbit so long illuminated and resplendent is henceforth to be the dimmer but still no less pleasing and abiding memory.

### Robert Ferguson.

One of the few remaining members of a once distinguished Philadelphia family of florists, Robert Ferguson, was buried at Laurel Hill on the 9th of September. He was a younger son of David Ferguson, a contemporary of the elder Buist, both of whom cut quite a figure in the horticultural world from the 40's to the 70's in America. Through financial troubles the Ferguson place passed away and became Westcott's Laurel Hill Nursery about thirty years ago, since which time the Ferguson family has not been much in the public eye.

### Mrs. Edward S. Leonard.

We regret to record the death of Mrs. Edward S. Leonard, wife of Edward S. Leonard, secretary of the Leonard Seed Company of Chicago.

Mrs. Leonard was operated on about six weeks ago for appendicitis and apparently got along real well for about two weeks when complications set in and she died on the morning of Sept. 5th and was buried on Sept. 7th.

The objectionable nursery stock bill recently filed in the Georgia legislature has been defeated. It will be remembered that this bill established the measure of damage when fruit trees proved untrue to name.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

### SEEDSMEN—WHAT DO YOU THINK OF THIS

#### Seedsmen Classified by United States Government.

For convenience in handling the work of seed reporting, it is desirable that a classification of those engaged in the seed business be adopted. The following classification seems to come nearer than any other to meeting the requirements and has been adopted tentatively by the seed reporting service:

#### (1) SEED DEALERS:

(a) Wholesale Dealers.—(Wholesale seedsmen.) Those who handle field or vegetable seeds as their main line in a wholesale or jobbing way, and who usually dispose of their seeds through periodical price lists or by traveling salesmen.

(b) Mail-Order Seed Dealers.—Those who handle field or vegetable seeds as their main line and dispose of such seeds chiefly to consumers by means of a descriptive catalogue.

(c) Retail Seed Dealers.—Those who handle field or vegetable seeds either as a main line or as a side line, and dispose of such seeds locally to consumers.

(d) Seed Brokers.—(Seed commission men.) Those who act as agents for seed dealers, shippers, growers, or consumers in buying or selling seeds. They are usually advantageously located in important seed markets.

(e) Miscellaneous Seed Dealers.—Those dealers who buy or sell field or vegetable seeds in any other manner than defined above.

#### (2) SEED SHIPPERS:

(a) Sectional Seed Shippers.—Those who buy seeds of one or more kinds from local shippers and seed farmers in their own locality or nearby localities, and ship such seeds to seed dealers. Sectional shippers are usually advantageously located in sections producing large quantities of the kinds of seeds that they handle.

(b) Local Seed Shippers.—Those located at production points where one or more kinds of seeds are shipped out and who buy such seeds from seed farmers for shipment to sectional shippers or to seed dealers. Local shippers

are usually merchants of various kinds who ship seeds as a side line.

#### (3) SEED GROWERS:

(a) Commercial Seed Growers.—Those who have their seed growing business organized for the production and sale of the seeds grown by them on land operated by themselves or under their supervision, or grown for them by seed farmers.

(b) Seed Farmers.—Those who grow seed on land operated by themselves without conducting a commercial business of selling seed.

(c) Miscellaneous Seed Growers.—Those who are neither commercial seed growers nor seed farmers, but who, in any other way, through ownership or contract, control any acreage devoted to seed production, or who purchase vegetable seed directly from seed farmers.—*Seed Reporter*.

What a seedsman who has been forty-two years in the business, in all departments, thinks follows:

The U. S. Government would be better employed attending to something useful. A seedsman is a man who knows his business in all branches. His avenues of supply include the whole world. You can't grade a seedsman. He isn't a seedsman at all, until he is recognized by the world as such. Abroad, a man has to serve his apprenticeship in all departments: flower seeds, vegetable seeds, farm seeds, forest seeds, the accounting department—and even at that, has to come out and face the music before they will call him a seedsman. There isn't any such thing as grades to a seedsman. Because a country grocer sells a bushel of clover or timothy that doesn't make him a seedsman, any more than selling a pint of sarsaparilla to a friend makes a doctor. If things keep on the way they have been going for some years past we may expect to see the Washington authorities grading the lawyers, the clergymen, the doctors, and—no we had better not say it—we had almost said congressmen; but fortunately we thought of Jean Rankin. But doesn't this grading idea sound silly—the more you think of it?

GEORGE C. WATSON.

#### VEGETABLE SEED CROP CONDITIONS.

This report is supplementary to a similar report published in the issue of the *Seed Reporter* of August 10, and its main purpose is to cover any later developments in vegetable seed crop conditions. It has been compiled from inquiries sent to important seed growers and from information furnished by

the field agents of the Seed Reporting Service. The larger part of some crops has been harvested and reports have been received of threshing and cleaning operations but a considerable part of some of the crops harvested was reported unthreshed.

Special investigations have been made in certain vegetable seed crops, and where a condition differing materially from that indicated in the report of August 10 has been disclosed, such difference has been noted under the head of that particular seed crop. In general it may be said that recent reports have not changed materially the prospects for the seed crop as published in the last issue of the *Seed Reporter*.

**Beans**—Reports from the large bean-growing sections show that while the crop has been damaged locally in some places and many fields do not look as promising as they did a month ago, all indications are that a large crop will be harvested. Local damage occasionally by drouth and hail has been reported from both California and Colorado. In the eastern bean-growing areas, growers report the condition of the crop as "good to fair" but add that it is too early to make an estimate on the probable production. Reports indicate that about 75 per cent of the crop has been harvested.

**Beet**—Reports of threshing operations that have been received from California indicate that the beet-seed crop will be up to the expectations of the growers as indicated in the report published on August 10. Reports from eastern seed-growing areas show the beet-seed crop to be in good condition, with the prospects for a normal crop. Mangels are threshing out well, with some yields of 1,500 pounds reported.

**Cabbage**—A part of the cabbage-seed crop has been harvested. The yield with many growers on the acreage harvested is satisfactory. The low average yield given here of 170 pounds per acre is probably due to the fact that some acreages have been included in this report which were partly or wholly destroyed by floods. Estimates on deliveries among some of the large growers vary from 4 to 25 per cent.


**Carrot**—Over one-half of the carrot-seed crop has been harvested in both the Santa Clara Valley and "River District" in California. Conservative estimates place the average yield for both districts at 700 pounds per acre, which is fully up to the previous reports of the growers.

**Onion Seed**—Some estimates of the yield

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## THE HORTICULTURAL CATALOG

A MONTHLY MAGAZINE FOR WESTERN NURSERYMEN FLORISTS, SEEDSMEN

Contains alphabetical listings of available surplus stock, etc.

\$1.00 per year.

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THE HORTICULTURAL CATALOG

LOS ANGELES, CALIFORNIA



of onion seed have been reduced since the last report because of greater damage resulting from unfavorable weather conditions than was apparent a month ago. The acreage covered by reports tabulated here represent approximately three-fourths of the reported total acreage for the United States. It is thought that the estimate of 280 pounds per acre is conservative. Based on this yield, this year's production will be nearly, if not quite, double that reported for 1917.

**Radish**—There has been practically no change in the crop prospects for radish seed since the last report. The average estimated yield expected is 200 pounds per acre for the acreage represented in this report. The larger part of the California acreage is harvested. The general condition of the crop in Michigan and other eastern seed-growing areas where conditions are not so advanced is reported to be from "fair to poor." It is believed the greatly increased acreage, which was approximately double that planted in 1917, will make the total production for 1918 equal to normal.

#### DUTCH BULBS.

It is reported that the Dutch bulb growers are once more buying bulbs for planting out, instead of going in almost exclusively for food production. This is a straw which shows which way the wind blows, or at any rate it gives an idea that the astute Dutchman, who is in some ways better able to judge than we are, has a strong idea that the end of the war is in sight.

From the Horticultural Advertiser of Aug. 28th an English trade paper, this supplements to a certain extent our editorial of last week on the same subject..

#### DUTCH BULB SHIPMENTS.

Cable advices to M. Van Waveren & Sons are to the effect that the exportation of bulbs from Holland was ended Aug. 31, 1918. Total cases exported between 15,000 and 18,000, as against 37,000 cases in 1917, all forwarded via England.

Cable advices also state that most of Van Waveren's shipments had arrived in England on or before Aug. 20, and they expect goods to begin to reach this side within a week or ten days. Steamship companies and brokers in England do not seem to be permitted to cable definite movements of the shipments.

Owing to the extreme necessity of producing foodstuffs in Holland, the government had ordered that the area devoted to bulb growing must be reduced to 2/3 of the average area employed for the 1917 and 1918 crop. Many varieties of bulbs have totally disappeared in Holland during the last year or two, and a further process of elimination will be the result of the new government order.

#### CATALOGUES RECEIVED.

Conard & Jones Co., West Grove, Pa.—Trade Price List, Fall, 1918.

John Connors Co., Hamilton, Ont.—Wholesale Price List, Fall 1918, of Plants, Trees, Shrubs, Vines, Perennials.



## SWEET PEAS

Winter flowering Spencer Australian Varieties direct from the Originator.

#### FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Calceolaria, Calendula, Cineraria, Cyclamen, Gypsophila Gr. Alba, Mignonette, Pansy, Snapdragon. All selected stock.

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	Per bale	Per bale
NATURAL, 6 ft.,	2,000	\$21.00
" 6-9 ft.,	600	7.00
" 9-12 ft.,	400	8.50

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NEW YORK CITY

#### MINNESOTA STATE FAIR.

The Minnesota State Fair, September 2nd to 7th, was a record breaker in point of attendance. The exhibits in most of the departments were as good as usual and, in many, much better. The space in the Horticultural Building for horticultural products was cut down nearly one-quarter and a United States Government exhibit put in. This tightened up the exhibits and also was the means of bringing a great many more people to the building than usual. This building with its show of apples, vegetables and flowers, was one of the most attractive, if not the most attractive, building on the grounds. The flower exhibit, both commercial and amateur, although somewhat crowded, showed off to better advantage than in other years. The amateur exhibits of garden flower collections was especially good and attracted a large number of people. Two of the nurseries of the state put up good nursery exhibits. These were interesting and added to the decorative feature of the building. Amateur table decorations of wild flowers and of garden flowers brought out some 15 or 16 exhibitors and proved one of the best features of the

exhibitions. Three commercial greenhouses made good showings, Holm & Olson of St. Paul, Swanson, Inc., of Minneapolis, and Chicago Avenue Greenhouse, of Minneapolis.

#### PUBLICATION RECEIVED.

Benjamin Hammond of Beacon, N. Y., has issued a very neat folder, showing twenty standard colors of Hammond's Durable Paints.

The fifty-eight annual report of the board of park commissioners of the city of Hartford, Conn. has been received. As heretofore, it is a model.

A carefully prepared bulletin on the Cattleya Fly has been issued by the New Jersey Agricultural Experiment Station at New Brunswick, prepared by Jared B. Moore of Chatham, N. J. The cattleya is an important factor in N. J. floriculture—more so than in any other part of this country—and this treatise is very opportune.

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NEW YORK CITY



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Leading Retail Florists Listed by Towns for Ready Reference. Orders transferred by telegram or otherwise to any of the firms whose address is here given will be promptly and properly filled and delivered.

Albany, N. Y.—H. G. Eyres, 106 State St.

Albany, N. Y.—The Rosery, 23 Steuben St.

Bangor, Me.—Adam Sekenger, 32 Newbury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Boston—Julius A. Zinn, 4 Park St.

Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knobles Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Fetters Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New Boston Rd. and 38 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017 Grand Ave.

New Haven, Conn.—J. N. Champion & Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock. Regular discount to Trade.  
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Flowers of Every Kind in Season

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**A. GRAHAM & SON**  
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Will take good care of your orders  
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FLORISTS  
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For Retail Stores a Specialty  
ASK FOR LIST  
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HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

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Ave.  
New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.  
New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.  
New York—Max Schling, 785 Fifth Ave.  
Providence, R. I.—Johnston Bros., 38  
Dorrance St.  
Rochester, N. Y.—J. B. Keller Sons, 25  
Clinton Ave. N.  
St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.  
St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

## NEW FLOWER STORES.

Everett, Mass.—C. H. Tilton, 10 Nor-  
wood street, reopening.  
Providence, R. I.—Maurice Miller,  
Westminster street, reopening.

## NEWS NOTES.

Normal, Ill.—R. Lutz has purchased  
the Phoenix Nursery Co. greenhouses.  
Carey, O.—F. F. Scheele has pur-  
chased Mrs. W. C. Johnson's green-  
houses.  
Atchison, Kan.—The Mangelsdorf  
Seed Company has increased its capi-  
tal stock to \$500,000.  
Belvidere, Ill.—The range of B. E.  
Eldredge has been leased by the J. P.  
Herzog Company for vegetable grow-  
ing.

## MACNAIR Florist

2 Broad Street, Providence, R. I.

## H. F. A. LANGE WORCESTER, MASS.

Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
Association.

**YALE! YALE!**  
And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
Everything First-Class  
**J. N. CHAMPION & CO.**  
1026 Chapel St., New Haven, Conn.

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ALBANY, N. Y.

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DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
106 STATE STREET, ALBANY, N. Y.

## "THE HOME OF FLOWERS"

The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.

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ST. PAUL, MINN.

## The Park Floral Co.

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## Quality and Reliability WARBURTON FALL RIVER, MASS.

Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
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## FIELD GROWN CARNATION PLANTS

C. W. WARD ALMA WARD  
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Large, Healthy Plants

\$7.00 Per 100. \$60.00 Per 1000

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RICHMOND, IND.

Please mention Horticulture when writing.

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Consignments Solicited

Hardy Fancy Fern Our Specialty  
264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

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a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

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IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Sept. 12		ST. LOUIS Sept. 9		PHILA. Sept. 9	
<b>Roses</b>						
Am Beauty, Special	16.00	to 20.00	30.00	to 40.00	20.00	to 25.00
" " Fancy and Extra	8.00	to 12.00	25.00	to 30.00	12.00	to 15.00
" " No. 1 and culls	2.00	to 6.00	6.00	to 10.00	2.00	to 10.00
Russell	4.00	to 10.00	4.00	to 15.00	8.00	to 10.00
Hadley	1.00	to 8.00	3.00	to 4.00	4.00	to 10.00
Euler, Mock	1.00	to 8.00	3.00	to 4.00	4.00	to 10.00
Arenberg, Hoosier Beauty	1.00	to 8.00	3.00	to 4.00	4.00	to 10.00
Ward, Hillingdon	1.00	to 8.00	3.00	to 4.00	4.00	to 10.00
Killarney, Key, Taft	1.00	to 8.00	3.00	to 4.00	4.00	to 10.00
Ophelia, Sunburst	2.00	to 10.00	3.00	to 8.00	2.00	to 6.00
<b>Carnations</b>	.50	to 1.00	2.00	to 3.00	.....	to .....
Cattleyas	.....	to .....	.....	to .....	.....	to 75.00
Lilies, Longiflorum	8.00	to 12.00	.....	to 12.50	10.00	to 12.00
Lilies, Speciosum	8.00	to 12.00	.....	to .....	5.00	to 8.00
Lily of the Valley	6.00	to 8.00	.....	to .....	.....	to .....
Snappedragon	.....	to .....	.....	to .....	.....	to .....
Gladioli	1.00	to 3.00	3.00	to 6.00	4.00	to 6.00
Asters	.50	to 2.00	3.00	to 6.00	2.00	to 4.00
Dahlias	.....	to .....	2.00	to 4.00	2.00	to .....
Calendula	.....	to .....	.....	to .....	.....	to .....
Sweet Peas	.....	to .....	.....	to .....	.....	to .....
Gardenias	.....	to .....	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to .....
Smilax	.....	to 35.00	.....	to 12.50	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 50.00	50.00	to .....

## WILLIAM F. KASTING Co. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

WHOLESALE  
GROWER of

**CUT FLOWERS**

## ROBERT DYSART

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Simple methods of correct accounting  
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## Boston Floral Supply Co.

347-357 Cambridge St., Boston

Headquarters for

CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS

Send for price list if you have not re-  
ceived one.



# Flower Market Reports

Business has continued **BOSTON** to be good during the past week and with cool weather and an apparent shortening up of material prices have held with every indication of remaining firm. Roses are being received in fine condition with a scarcity of white, which has had the effect of stiffening the entire list. Carnations have not made much of an impression as yet and the quality as well as the quantity received is not of much marketable value. Lilies are excellent and the demand has continued to keep up with the supply. Lily of the valley has improved in quality as well as quantity with prices ranging accordingly. Asters and gladioli have gone off some while dahlias have not made any impression on the market whatsoever. Chrysanthemums are being received in fair quantity and are soon snapped up. The rest of the market remains about the same.

The Chicago market is **CHICAGO** not oversupplied with any kind of stock unless it is the very short stemmed roses, and with the coming of cooler days these will decrease. Shipping demand continues good and uses up a large part of each day's cut, while local trade has increased to such extent that little remains to be desired until the supply becomes larger. All kinds of roses are of good quality, the length of stem being the chief cause of preference in any one variety. Carnations are from the young plants, and stems are short, but the blooms are of good color and fair size. Out door flowers are here in the deep yellow tones of early fall as well as the more delicate blues of the fringed gentians and the larkspur. Chrysanthemums are now cut in white and yellow and sell readily.

There is little if any **NEW YORK** improvement in general market conditions. Early varieties of white and yellow chrysanthemums have appeared but the demand is tame. There is any quantity of medium and poor grade asters and dahlias and these when sold, bring very little. Roses of special and fancy grade are not numerous but there are enough and to spare of those in lower grades. Beauties are in fair supply. Lillies have shortened up but not to the point where they are scarce. Orchids appear to be more plentiful. The few carnations received find slow sale.



## Easter Lilies

Splendid quality here at present and in good supply. Indispensable under present conditions in every up-to-date store. Good shippers and keepers.

Per 100...\$10.00 \$12.00

## ASTERS

Semples, Cregos, Victorias and all the better September sorts.

Per 100...\$1.50 \$2.00 \$3.00 \$4.00

Business Hours, 7 A. M. to 5 P. M.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

**NEW YORK** **PHILADELPHIA** **BALTIMORE**  
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sta.  
WASHINGTON, 1216 H. St., N. W.

### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Sept. 9		CHICAGO Sept. 9		BUFFALO Sept. 9		PITTSBURG Sept. 9	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	35.00	to 40.00	25.00	to 30.00	20.00	to 25.00
“ “ Fancy and Extra.....	15.00	to 20.00	20.00	to 30.00	10.00	to 20.00	10.00	to 15.00
“ “ No. 1 and culls.....	6.00	to 10.00	8.00	to 12.00	3.00	to 8.00	4.00	to 8.00
Russell.....	6.00	to 12.00	4.00	to 20.00	6.00	to 10.00	4.00	to 12.00
Hadley.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	.....	to .....
Euler, Mock.....	6.00	to 12.00	.....	to .....	3.00	to 6.00	4.00	to 12.00
Arenberg, Hoosier Beauty.....	5.00	to 8.00	3.00	to 6.00	3.00	to 10.00	.....	to .....
Ward, Hillingdon.....	4.00	to 6.00	3.00	to 6.00	3.00	to 5.00	3.00	to 8.00
Killarney, Key, Taft.....	3.00	to 6.00	2.00	to 6.00	3.00	to 6.00	3.00	to 10.00
Ophelia, Sunburst.....	4.00	to 8.00	3.00	to 6.00	3.00	to 8.00	3.00	to 8.00
<b>Carnations</b> .....	.....	to 2.00	2.00	to 3.00	1.00	to 1.50	1.00	to 2.00
Cattleyas.....	60.00	to 75.00	75.00	to 100.00	50.00	to 60.00	60.00	to 75.00
Lilies, Longiflorum.....	12.50	to 15.00	10.00	to 12.00	8.00	to 10.00	.....	to 15.00
Lilies, Speciosum.....	.....	to .....	.....	to .....	4.00	to 6.00	.....	to .....
Lily of the Valley.....	.....	to 6.00	4.00	to 8.00	6.00	to 8.00	.....	to .....
Snappdragon.....	.....	to .....	3.00	to 4.00	2.00	to 3.00	.....	to .....
Gladioli.....	3.00	to 5.00	2.00	to 5.00	1.00	to 3.00	2.00	to 4.00
Asters.....	2.00	to 4.00	2.00	to 4.00	.50	to 2.50	2.00	to 6.00
Dahlias.....	3.00	to 4.00	.....	to .....	1.00	to 4.00	.....	to .....
Calendula.....	.....	to .....	2.00	to 3.00	1.00	to 2.00	.....	to .....
Sweet Peas.....	.25	to .35	.....	to .....	.50	to .75	.....	to .....
Gardenias.....	.....	to .....	.....	to .....	.....	to .....	.....	to .....
Adiantum.....	.....	to 1.00	1.00	to 2.00	.75	to 2.00	.75	to 1.25
Smilax.....	15.00	to 20.00	15.00	to 20.00	.....	to 20.00	10.00	to 15.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 60.00

**PHILADELPHIA** General conditions were a little under the average here last week, the demand all along the line being rather slack. Roses continue good—the flowers being fine and the foliage clear, although not much yet as to stem. Asters were never better, the September varieties being of extra size, good form and long stemmed. Dahlias are more in evidence and the season for these may be said to be now fully opened. Chrysanthemums of the early-flowering sorts like Golden Glow

and October Frost are to be seen around in limited supply. There are plenty of lilies. Clematis paniculata is the latest arrival among the minor items.

Trade has been very **ROCHESTER,** dull. Interests at **N. Y.** the War Exposition and Horse Show did not stimulate the flower business, although some stores displayed floral baskets in the horse show colors. Roses have been very scarce. Asters are not as plentiful and there are few

(Continued on page 279)



**H. E. FROMENT**  
 Wholesale Commission Florist  
 Choice Cut Flowers  
 New Address, 143 West 28th St., NEW YORK  
 Telephones: 2200, 2201, Madison Square.

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 Telephone 5335, Farragut.  
 Call and inspect the Best Establishment  
 in the Wholesale Flower District.

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**READY FOR BUSINESS**  
 49 WEST 28th ST. NEW YORK.

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**THE KERVAN CO**  
 Fresh Cut Decorative Evergreens.  
 Highest Standard of Quality. Largest  
 Stock in America. Write for Illustrated  
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 119 W. 28th St., - - NEW YORK

**WILLIAM H. KUEBLER**  
 Brooklyn's Foremost and Best  
**WHOLESALE COMMISSION HOUSE**  
 A First Class Market for all CUT FLOWERS  
 28 Willoughby St., Brooklyn, N. Y.

**M. C. FORD**  
 121 West 28th St., NEW YORK  
**FINE ROSES, FANCY CARNATIONS**  
 A Full Line of ALL CUT FLOWERS.  
 Telephone 3870 Farragut.

**WHOLESALE FLORISTS**  
*John Young & Co.*  
 53 West 28th St., New York.  
*Consignments Solicited*

**P. J. SMITH**  
**WHOLESALE COMMISSION FLORIST** **SELLING AGENT FOR LARGEST GROWERS**  
 A full line of Choice Cut Flower Stock for all purposes.  
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**ALBANY CUT FLOWER EXCHANGE**  
**THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.**  
**WHOLESALE ONLY**  
 SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US  
**Prices Right. Consignments Solicited. Telephone Connection**

**HENRY M. ROBINSON CO. OF NEW YORK**  
**WHOLESALE FLORISTS**  
 55-57 West 26th Street  
 Telephones, 13-8510 Madison Square  
**MAURICE L. GLASS, Treasurer** *Consignments Solicited*

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Sept. 7 1918		First Part of Week beginning Sept. 9 1918	
American Beauty, Special .....	10.00	to 25.00	10.00	to 25.00
" " Fancy and Extra .....	5.00	to 10.00	4.00	to 10.00
" " No. 1 and culls. ....	.50	to 4.00	.50	to 4.00
Russell, .....	.50	to 8.00	.50	to 8.00
Hadley, .....	.50	to 6.00	.50	to 6.00
Euler, Mock, Key, .....	.50	to 8.00	.50	to 8.00
Aronberg, Hoosier Beauty, .....	.35	to 3.00	.50	to 4.00
Ward, Hillingdon, .....	.50	to 3.00	.50	to 3.00
Killarney, Taft, .....	.25	to 12.00	.25	to 12.00
Ophelia, Sunburst, .....	.35	to 5.00	.35	to 5.00
Carnations, .....	.50	to .75	.50	to 1.00

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 For sale by dealers.

**When writing to Advertisers kindly mention Horticulture**



## Flower Market Reports

(Continued from page 277)

good ones. Gladioli are still holding up well. Carnations are getting larger each week. Harrisii lilies are excellent and the demand for them is increasing. Garden flowers are about at an end. Since there are no flowering plants, baskets of cut flowers in choice combinations are more used for sick-room and gift flowers. Ferns are selling well. There are a few weddings booked for the early part of this month but they are not elaborate affairs.

Flowers are improving  
**ST. LOUIS** in quality. Schools and theatres have opened. Roses are improving but carnations are still very small.

There has been  
**WASHINGTON** plenty of stock available with the exception of orchids and white roses. Business good and fair prices prevail. Water lilies are about off the market. Gladiolus is very good. Dahlias are beginning to make their appearance and are helped by cooler weather now prevailing. Cosmos is in. There is a shortage of Easter lilies. Plenty of lower grade asters are offered but the demand is for large flowers and long stems making a scarcity of A1 stock.

### FLORAL DISPLAY AT ROCHESTER WAR EXPOSITION AND HORSE SHOW.

Upon entering the exposition hall one beheld a scene of beauty. The white walls were banked with evergreens. At the right door was a heart shaped bed of blood red asters, exhibited by James Vick's Sons, composed entirely of the new red aster "The Heart of France." Next came the Vick exhibit of annuals and hardy perennials. A large American flag formed of 6,000 asters attracted great crowds each day. George T. Boucher's display consisted of crotons, palms, ferns, gladioli and asters arranged effectively. The Park exhibit under the supervision of John Dunbar consisted of ferns, palms, tropical plants, etc. Groups of Begonia Vernon, tuberous-rooted begonias, gloxinias, etc. gave touches of color to the sombre green of the plant collections. In the peristyle tropical plants were grouped edged with evergreens. Over the doors to the entrance to the Flower Show, boxes of pink asters and Boston ferns were placed. At the Horse Show Hart & Vick furnished the flowers. Huge baskets of hydrangeas touched with red and pink gladiolus were placed on either side

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### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS			Last Part of Week ending Sept. 7 1918		First Part of Week beginning Sept. 9 1918	
Cattleyas.....	25.00	to	75.00	25.00	to	100.00
Lilies, Longiflorum.....	4.00	to	5.00	3.00	to	8.00
Lilies, Speciosum.....	3.00	to	4.00	3.00	to	4.00
Lily of the Valley.....	3.00	to	6.00	3.00	to	6.00
Snape dragon.....	.....	to	.....	.....	to	.....
Gladioli.....	1.00	to	2.00	1.00	to	2.00
Asters.....	.25	to	3.00	.25	to	3.00
Dahlias.....	.25	to	2.00	.25	to	3.00
Calendula.....	.....	to	.....	.....	to	.....
Sweet Peas.....	.....	to	.....	.....	to	.....
Gardenias.....	.....	to	.....	.....	to	.....
Adiantum.....	.....	to	.....	.25	to	.50
Smilax.....	6.00	to	8.00	6.00	to	8.00
Asparagus Plumosus, & Sprea (100 bunches).....	10.00	to	12.00	10.00	to	12.00

of the jumps. At the raised hunter jumps beds of aster plants were arranged, 100 plants at each side. The U. S. aeroplanes swooped over the field a number of times scattering bouquets of carnations and asters.

Arthur H. Newborn had his customary display of prepared baskets. Jacob Thomann & Sons showed gladiolus, celosia, tritomas, etc. Hart & Vick asters edged with ferns. They also showed gladiolus, gaillardias, celosias, asters, etc. L. J. Bryant's gladiolus exhibit was excellent. In the center of the hall was a pool edged with rocks in which primroses and ferns were growing.

Two large tents were filled with the products of Rochester War Gardens. The combined products of these gardens totaled a value of \$500,000.

12,000 plates of produce grown in children's gardens were on display. A separate tent was filled with the garden products shown by Rochester school children.

### NEW YORK STATE FAIR.

The New York State Fair will be held at Syracuse from the 9th to 14th inclusive. The entries in both the professional and amateur divisions are larger than ever before. The rose exhibits will bring out much spirited competition, as the entries are full. F. R. Pierson, Tarrytown, W. J. Palmer, Buffalo, and Quinlan, Syracuse, are prominent exhibitors in roses (professional). In the amateur section the members of the Syracuse Rose Society are exhibiting freely.

In gladioli they are "going over the top" both amateur and professional—five and six entries for many of the classes. In dinner-table decorations there are no fewer than sixteen entries and all the floral art section has

from four to five competitors in each class. Plant classes will be full.

Jas. Vick & Son, Rochester, F. R. Pierson, Tarrytown, J. E. Prouty, Baldwinsville, and Madison Cooper, Calcium, will all make splendid trade exhibits.

### MASSACHUSETTS HORTICULTURAL SOCIETY.

The annual dahlia show of the Massachusetts Horticultural Society will be held at Horticultural Hall next Saturday and Sunday. The American Dahlia Society will also hold its annual exhibition in conjunction with that of the Massachusetts Society so that an unusual exhibit of this popular flower is expected.

In connection with the show an illustrated lecture on the dahlia will be given on Saturday at 3 o'clock by Richard Vincent, Jr., President of the American Dahlia Society.

WM. P. RICH, Secy.

### VISITORS' REGISTER.

Boston—F. Lazenby, Marion, Mass.

New York—R. Vincent, Jr., White-marsh, Md.

Philadelphia—Fred Eisenberg, Huntington, Pa.; John Walker, Youngstown, O.; Samuel H. McClements, Pittsburgh, Pa.

Washington—V. H. Morgan, formerly with Lord & Burnham, but now a first lieutenant in the Army; W. F. Nehrling, Orlando, Fla.; Mrs. Gust Ludwig, Pittsburgh, Pa.; Mr. and Mrs. Gilbert Ludwig; Alex Scott, Sharon Hill, Pa.; Will Rehder, Wilmington, N. C.; John G. Esler, Saddle River, N. J.



## LOCAL AND GENERAL NEWS

### CHICAGO.

J. A. Budlong still finds the early chrysanthemums a good thing to have this year, and with the large number of varieties of miniature roses, he has very attractive extremes in size to tempt buyers.

The War Exposition in Grant Park is calling out the ingenuity of the florists in planning patriotic windows. Many are displaying the national colors and Geo. Wienhoeber again has his battle field holding the crowds.

The American Bulb Co. received a cablegram today from Holland saying a large shipment of bulbs had left for them via Liverpool, England. A smaller lot arrived last week having made good time. The shipments contain tulips and hyacinths.

All commercial growers are receiving questionnaires which when answered will give the Department of Commerce of the U. S. 1st the names of all persons or firms growing flowers or vegetables, 2nd location, 3rd total ground under greenhouses, 4th value of product, 5th fuel used showing kinds and quantity and 6th males of draft age employed.

Kroeschell Bros. are making boilers as ever and taking care of the growers who are looking to the needs of their places before the cold weather comes. Now that the fuel question has in a measure been settled for the greenhouse men, the perfect condition of their heating apparatus naturally appeals to them next, and they do not mean to be caught unprepared if another extreme winter is coming.

Mrs. Charles McKellar, whose hand was very seriously hurt in an electric wringer has suffered severely, sixteen stitches having been necessary in dressing the wound. Mrs. McKellar says she does not know how it happened but after using the machine five years in safety her hand was caught and torn before the power could be shut off. Fortunately some one was with her or she might have lost her arm.

Several of the loop retailers who have had large orders for weddings remark that the war has robbed June of its prestige as a wedding month. Some of the largest orders of the year have come during the summer and the weddings are just as elaborate in all their appointments as formerly. In one respect there is a difference, dates are not placed far ahead and the florists must be able to execute rapidly, often accomplishing in a few hours

what formerly he had days to prepare.

### PHILADELPHIA.

Samuel S. Pennock left the Adirondacks for home on the 12th inst. He expects to be on deck at the wheel of the ship on the 16th.

The management of the Burpee Seed Farms are just completing the work of installing a canning outfit plant for the canning of tomatoes. The plant is located in one of the buildings on what formerly was the Malone Farm, about two miles west of Doylestown, the building having been altered, concrete floors and new timbers put in to accommodate the machinery. The plant, which has been equipped with the latest modern machinery, will be used to can the by-product (or pulp) of the many acres of tomatoes which are gathered for seed. The pulp formerly was either thrown away or used for fertilizer, and does away with the old system which allowed the pulp to ferment, causing a foul odor at the time of the year when the work was in progress.

From a cablegram to the Evening Bulletin, Sept. 4th, we quote:

"Sergeant John H. Earl, Capt. Schlessler and Lieut Balta took an advanced position at the battle of Fismette. Earl with a platoon he commanded prevented the enemy from flanking the American position. He was recommended for an immediate commission. How these men fought the enemy regardless of danger, will prove one of the bright spots in American history."

Sergeant Earl is a son of Howard M. Earl, Doylestown, Pa, and was educated in the Philadelphia Episcopal Academy—later taking a course at the Culver Military School, Indiana, and two years at the Boston Tech. He is not yet twenty-one.

Another account published in the Evening Ledger of Sept. 5th states that Sergeant Earl not only led his company to victory but bound up the hurts of the wounded after the engagement was over. He was a private when he left here last spring and now he is a commissioned officer.

**Rochester, N. Y.**—On Sept. 6th. Miss Harriett Conway, bookkeeper for H. E. Wilson, was united in marriage to Mr. Wm. Ringwood of Pittsburgh, Pa. The bride carried a shower bouquet of bride roses. Her only attendant was Miss Altha Conway, who carried pink chrysanthemum asters.

### NEW YORK.

George Mustoe, formerly of Lake Mahopac, N. Y., is now at 330 East 154 street, Bronx, New York.

The Macniff Horticultural Co. has reorganized and held the first auction sale of the season on Tuesday, Sept. 10.

The glad information is received that W. J. Manda who was severely wounded at the front is out of the hospital, recovered.

It is announced that the Grand Central Palace has been leased for use as an army surgical reconstruction hospital by the War Department. The annual rental was announced at \$395,000 and maintenance of the building, which is to be used by the government for the period of the war and three months thereafter. The structure will be remodeled to accommodate 3000 patients and is expected to be ready for occupancy by Dec. 1.

### BOSTON.

Two greenhouses, each 40 x 75, are being erected at North Lexington for experimental work under the supervision of Prof. H. F. Tompson of Amherst Agricultural College. The material was supplied by the Stearns Lumber Co.

Henry M. Robinson, Jr., son of H. M. Robinson the well known florist, who has been in the naval service for over a year, is now editor-in-chief of "The Trigger," a paper published semi-monthly by the boys at the Rumford rifle range at Rumford, R. I. It certainly reflects much credit on the young man who gained his newspaper experience in the office of HORTICULTURE.

### ST. LOUIS.

John Benson is home on a furlough from Camp Pike.

A meeting of the county growers took place Wednesday, Sept. 4.

The coming draft will hit our wholesalers and many of our retailers.

Adolph Brix has purchased the stock and fixtures of Max Rutter, many years in the retail business. For the present Mr. Brix will run both stores in connection with the one on St. Louis avenue.

A telegram received by C. W. Wors reports his son, Arthur Henry, as having received a gun shot wound in the thigh and wrist. He was with the 116th Canadian Battalion. His father has two other sons in the American army and navy.



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### FLOWER POTS

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Cambridge, Mass.

### WASHINGTON, D. C.

A cafeteria has been installed at the store of the American Florist Company, conducted at Fourteenth and I streets, northwest, by Miss Julia Ballenger. The new venture is doing well, and the connection of flowers and luncheon seems to be a happy one.

Andrew G. Bisset, son of Peter Bisset, of the Department of Agriculture, has been appointed a senior lieutenant in the Navy, and has been stationed at New London, Conn. J. H. Small, Jr., has graduated from the artillery school at Louisville, Ky., and has been commissioned a second lieutenant in the field artillery. He is to be stationed at Camp Jackson, Columbia, S. C. Lieutenant Small, who is a graduate of Cornell University, resigned his position in the Department of Buildings and Grounds, where he was in charge of landscape work, and joined the Cornell squad at the Camp Meade officers' training camp.

The September meeting of the Florists' Club of Washington was held recently in the shape of a watermelon and corn feast tendered the members by Edward S. Schmidt. It has been Mr. Schmid's custom for many years to tender the florists a crab feast, but owing to the shortage of the most necessary ingredient—the succulent Crab—the banquet this year consisted of hot corn and watermelons. A number of other good things were provided, among them music by the Kallipolis Grotto band of thirty pieces, and motion pictures furnished by Sidney B. Lust of the Super-Films Attractions Company, Inc. Congressman Johnson, of Washington, spoke upon Washington and had a number of good stories to tell about the host of the evening. Sergeant Groom, of Camp Meigs, described the landscape work which had so changed the barren grounds which formed the site of the camp, and Frank W. Bolgiano delivered an instructive and entertaining little talk on the qualities of success.

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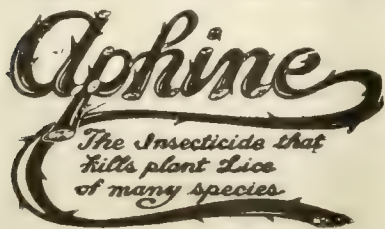
Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

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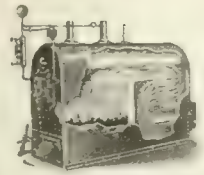




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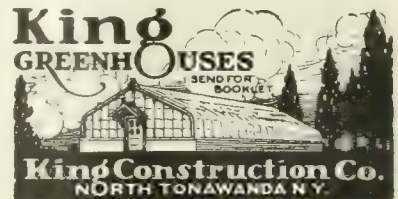
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Lecturer on Horticulture, Columbia University

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# HORTICULTURE

Vol. XXVIII

SEPTEMBER 21, 1918

No. 12



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This assurance carries with it the endorsement of our own views, and the views of all right-minded people, that the products of the florist are most essential in these times of gloom and unrest.

But the general public, somehow, has absorbed the idea that flowers are, or ought to be tabooed, and we are almost daily called upon to contravert this idea expressed in some form or other.

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It is scarcely credible that with the good results of our work before the trade there can yet remain so many

florists who can solace themselves with what they, perhaps, like to term "reasonable doubt," and withhold their support from this work in consequence. And what a little they are asked to do! Ten cents a day, even, set apart for this fund would make a yearly subscription of no mean order. Very many subscribe less, and their contributions are greatly esteemed by the committees. We are in immediate need of about \$6,000 to complete our \$50,000 fund for this year. The committees have gone as far as it was possible to go with the funds at their disposal, but it is urgently necessary that they go this little bit further. No matter where you are located Mr. Nonsubscriber, your business is helped. There is nothing local about this movement—it is national in every sense of the word. Helping this work is helping yourself. If you doubt it, write this office and we will cheerfully explain.

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# HORTICULTURE

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The dahlia We feel like registering a well-meaning protest in respect to the course which dahlia development seems to follow of late, judging from what has been shown in the exhibitions in the last year or two. The tendency to over-exploit the so-called peony-flowered and decorative classes is very evident. Raggedness and lack of symmetry in a flower are seemingly regarded as chief "qualities" for these modern classes and, consequently, a lot of stuff is put forward that, as it seems to us,

should have gone to the rubbish heap. We do not wish to be understood as casting disfavor on the peony and decorative types of dahlia or comparing these types to their disadvantage with the old formal super symmetrical standards. On the contrary, we have a very decided partiality to the boldness and artistic "abandon" of the now popular classes over the old-time favorites, of which Glenny, eighty years ago, said, "The bloom should be perfectly circular and between half and two-thirds of a ball, the petals should be regularly laid and alternate, like the scales of a fish; the petals should be so true as to form circles to the centre and the circle formed by the ends of the petals should become narrower as they approach the centre," etc., etc. But Glenny laid down other rules, some of which the dahlia raisers of the present day might profitably heed. Coarseness, distortion, dull washy colors, flimsiness of petal, weakness or tendency to crookedness in the stem—all these defects are far too common in some of the collections one sees nowadays. Mere bigness seems to have usurped refinement in the estimate of essential qualities in a dahlia.

### Proposed import regulations on nursery stock, seeds, plants and bulbs

The Federal Horticultural Board has just issued a letter dated August 29th, 1918, in

which it says, in part, as follows:

"The experts of this department have given careful consideration to the restrictions which should be placed on the importation of nursery stock, plants, and seeds into the United States as a result of the hearing of May 28, 1918. It is proposed to make these restrictions effective on and after June 1, 1919. The proposed quarantine will exclude all plants and plant products for propagation from all foreign countries, except as provided for in the regulations issued under the quarantine. For your information, and for any suggestions which you may care to make, I am sending you a copy of the tentative regulations governing the importation of such nursery stock, plants and into the United States. In the provisional recommendations of the Bureau of Plant Industry, submitted as a tentative program of action in connection with the notice of hearing, it was provided that some four groups of plants, normally imported with earth about the roots, should be prohibited entry at future dates, in the case of three of these groups beginning July 1, 1919. The regulations as now drafted eliminate these groups altogether. Except as to the group (Azaleas, etc.), for which a longer period was suggested, this is not a wide variation from the tentative program, inasmuch as the regulations now proposed do not go into effect until June 1, 1919. Furthermore, under existing war conditions and the action of the War Trade Board, importations of plants of all of these groups will be greatly limited if not stopped for the period of the duration of the war.

Regulation 2 provides for the unrestricted entry of two groups of plants, namely (1) fruits, vegetables, cereals, and other plant products imported for food purposes, and (2) field, vegetable and flower seeds.

Regulation 3 provides, under compliance with the conditions of the subsequent regulations, for the importation of five groups of plants as follows:

- (1) Lily bulbs, lily of the valley, narcissus, hyacinths, tulips, and crocus, free from balls of soil or earth.
- (2) Fruit stocks, seedlings, cuttings, scions, and buds of fruits for reproduction purposes.
- (3) Rose stocks for reproduction purposes, including Manetti, Multiflora, Brier Rose, and Rosa Rugosa.
- (4) Nuts, including palm seeds, for oil or reproduction purposes.
- (5) Seeds of fruit, forest, ornamental, and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

These groups of plants and seeds under regulations 2 and 3 include the plants and seeds which were represented as essential to the floriculture and horticulture of



this country, namely, the field, vegetable and flower seeds, and fruit stock, cuttings, scions, etc., and rose stocks for reproduction purposes."

After referring to regulations prescribing conditions of entry, the letter continues:

"The board will be glad to have your association give careful consideration to these regulations and, if it seems desirable, a conference can be arranged for a discussion of these regulations. It is the wish of the board to meet any reasonable objections which can be presented, and which will not involve a material increase of risk of entry of new plant pests.

The quarantine will provide for the importation, through the agency of the U. S. Department of Agriculture, of plants and seeds for experimental or scientific purposes, and by this means it will be possible to import novelties or other plants and seeds for which special need can be shown. This does not mean, however, that the department will undertake commercial importations for private firms."

The adoption of the proposed restrictions to take effect next June cannot fail to affect very seriously the majority of the florists and nurserymen in the United States and it is to be hoped that the Board will reconsider and modify several of the proposed restrictions. It is proposed to admit rose stocks, but the material with which to work these stocks is excluded. We do not see that there is really any greater danger in admitting budded and grafted roses than in admitting the rose

stocks and we trust that these, too, may be admitted or, at least, the date of their exclusion postponed to say, one year after the ending of the war. Nearly all the popular hybrid tea and perpetual roses are of European origin. There is of most of them comparatively little, and of some, no stock in this country. HORTICULTURE feels that some provision should be made to enable the trade to import them. The exclusion after June 1st, 1919, of many plants with earth at their roots will also prove a great hardship to both nurserymen and florists. The proposed time limit in view of present conditions in Europe, is too short to permit the trade here to secure even sufficient stock for purposes of propagation. It was suggested at the hearing of May 28th, 1918, that it would be better for the government to send inspectors to Europe to examine such stock there rather than to deprive florists and nurserymen at once of what to them is virtually raw material, the product of which in normal time runs in millions of dollars. HORTICULTURE feels that this suggestion should receive further consideration. HORTICULTURE is quite in accord with the policy of bringing about the production of our supplies in this country as far as possible and has consistently advocated such policy which, however, should be applied gradually. The drastic action now proposed if carried out will result in great hardship to many and to others ruin.

#### THE CATTLEYA FLY

Some varieties of Cattleyas are more susceptible to attacks of the *Isosoma* than are others. We have found that *Cattleya mossiae* and *Cattleya gaskelliana* have very few injuries, while *Cattleya labiata*, *Cattleya percivaliana*, *Cattleya gigas*, and *Cattleya trianae* are badly affected.

The most recent recommendation for control is that made by the Missouri Botanical Garden. The advice is to fumigate imported orchids upon arrival with hydrocyanic acid gas. The fumigation is to be repeated once a week until the pseudo-bulbs are well developed. The recommendation includes daily examination for characteristic swellings in young growths indicating the presence of the larvae. These are to be cut off and burned without hesitation.

Thurgood claims to have entirely exterminated the *Cattleya* fly from a badly infested house of orchids by fumigation twice a week for 5 months with Richard's XL All Vaporizer. He says the fumigations caused absolutely no injury to the plants, and that the fly was easily killed. He fails to state, however, the strength of fumigations. Collinge states that nicotine fumigants are unsatisfactory and recommends hydrocyanic acid gas. Nicholson says orchids should never be subjected to fumigation as it undoubtedly causes injury at times. L. H. Bailey advises fumigating three times a week in the early spring. O'Brien's advice is "fumigation, with some safe

preparation to kill the fly." He makes no mention of any "preparation" that is safe, the strength at which it should be used, or when and how often it should be applied.

The method of control most universally advised by writers is that of cutting out and destroying abnormally swollen or pointed parts of the plants. Considering the lack of knowledge shown in literature of the life history of the *Cattleya* fly, this seems to be the most feasible method of control, although it is very severe on the plant. Fack has suggested the use of a strong tobacco decoction, or some soluble oil, for injection into infested pseudo-bulbs. He is confident that either substance will kill the insect if it is reached.

Control measures for the *Cattleya* fly may be classed under four heads:

(1) fumigation; (2) spraying; (3) injection of insecticide into infested portion; (4) destruction of infested parts.

Fumigation can be used to attack only the adult since the other stages of the insect are protected by the epidermis of the plant.

—*New Jersey Exper. Sta. Bulletin*.

#### GOLDEN OPHELIA.

A gold medal was awarded to B. Cant & Sons by the National Rose Society on July 4 at Regent's Park for the new rose *Golden Ophelia*, said to be an attractive light yellow. This, we presume, is another sport for the original *Ophelia*, of which we have already several fine sports.

#### VISIT TO GYPSY MOTH LABORATORY

About 125 members of the Massachusetts Tree Wardens and Forestry Association and interested visitors from New York, Rhode Island, Connecticut, Vermont, Maine, and Canada recently inspected the experimental work in controlling the gipsy moth and the brown tail moth, which is being carried on at the Gipsy Moth Laboratory, at Melrose Highlands, by the Bureau of Entomology, United States Department of Agriculture. The visitors saw the methods of rearing and handling the different parasites of the two insects which are being introduced from Europe and Japan. Explanations and demonstrations were given in connection with other important work, such as the use of improved material for banding trees, and the result of studies which had been made on the feeding habits of the caterpillars, and preference for different kinds of tree growth. A spraying demonstration was given with the large motor-truck sprayers used by the Bureau of Entomology for spraying infested areas to prevent the spread of the gipsy moth. It is possible, with the sprayer used in the demonstration to send a solid stream of spraying material through 4,000 feet of 1½-inch hose at an elevation of 800 feet, throwing the poison 100 feet from the ground and thus reaching the tallest trees on the highest hilltops that occur in the infested area.



# NEW YORK STATE FAIR, SYRACUSE

This year the exhibits were well up to the standard; in fact, the gladiolus were superior to anything that has ever been exhibited at the New York State Fair. There was lively competition in the table decorations, and the honors were divided between W. J. Palmer, Buffalo; Quinlan & Sons, Syracuse; Werner Bultman, Syracuse; and William Greaver, Buffalo. Jerry Brookins, Orchard Park, N. Y., exhibited some very fine hybrid tea roses, conspicuous among his collection were some very fine grown specimens of Mrs. Francis Scott Key. The classes devoted to corsage bouquets, baskets of flowers, wedding bouquets were well filled, the honors going to W. J. Palmer, Buffalo; Quinlan & Sons, Syracuse; Werner Bultman, Syracuse; and William Greaver, Buffalo. The New York State Service flag, as it appears in the picture, was composed entirely of material which is handled by the florists.

For groups of plants the Garden Club of Syracuse, F. Scharoon, secretary, received 1st premium; 2nd, was awarded to the Syracuse Florists' Association, L. J. Mulhouser, secretary; and 3rd to the Retail Florists' Club of Syracuse, L. A. Johnson, secretary. The premium for the stove and greenhouse plants effectively arranged to cover 150 square feet of space, was awarded to Mr. Edwards (J. Sullivan, gardener), Syracuse. The amateur section was full and the exhibits all showed skill in culture and good judgment in selecting material for exhibition purposes.

## Professional Class

The Grand Special Rose Premium for the best collection and display of roses comprising 500 blooms consisting of the following varieties, was awarded to F. R. Pierson, Tarrytown, N. Y.:

American Beauty, Columbia, Rosalind, Silvia, Francis Scott Key, Mrs. Charles Russell, Double White Killarney, Killarney Brilliant, Sunburst, Ophelia, Mrs. Aaron Ward, Hoosier Beauty, Richmond, Radiance, Christine Miller, Mme. Cecil Brunner.

The premium for the best new Hybrid Tea Rose introduced in 1917-1918, September Morn, was awarded to Jerry Brookins, Orchard Park, N. Y.

Silver medal offered by the American Gladiolus Society for collection of gladiolus, amateur, was awarded to Madison Cooper, Calcium, N. Y. This

collection consisted of the following varieties

Myrtle, Lily Lehmann, Europa, Niagara, Schwaben, Glory of Holland, Eldorado, Wm. Watt, War, Peace, Liebesfener Summer Beauty, Evelyn Kirtland, Intensity.

## Gladiolus Professional

Largest and best collection professional of twenty varieties, five spikes each, John J. Prouty, Baldwinsville, N. Y., for the following varieties:

Niagara, Golden King, Ida Van, Attraction, Panama, Mrs. Francis King, Baron Hulot, Hazel Harvey, Glory of Holland, White King, Loveliness, Annie Wigman, Empress of India, Princeps, Pink Perfection, Glory, Mrs. W. E. Fryer, Mrs. Frank Pendleton America, Black Beauty.

First for six spikes, ruffled, comprised the following varieties:

Glory, Purple Glory, Orange Glory, Cinabar, White King, Mottled Beauty.

First premiums were awarded to the following varieties in color classes:

White, Europa; yellow, Schwaben; pink, Pink Perfection; red, War; blue, Baron Hulot.

Best twelve varieties, John J. Prouty, Baldwinsville, N. Y. The collection comprised the following varieties:

America, Ivory, War, Gretchen Zang, Mrs. Frank Pendleton, Peace, Pink Perfection, Mottled Beauty, Schwaben, Evelyn Kirtland, Charmagne, Summer Beauty.

## Amateur.

Collection of ten named varieties, amateur, Madison Cooper, Calcium, N. Y., for the following varieties:

Madam Mounet Sully, War, Peace, Loveliness, Giant White, Mrs. Dr. Norton, Mrs. Watt, White Glory, Mrs. Frank Pendleton, The King.

An excellent exhibit of Primulinus hybrids in colors was also staged by Madison Cooper.

## Dahlias.

The premium varieties were staged by N. Harold Cottam & Son, Wappinger Falls, N. Y., and comprised the following:

King of the Autumn, Weber, Rev. T. W. Jamieson, Southern Belle, Pierrott, Grace Reed, John Reding, Mme. J. Coissard, Bianca, Gracchus, Margaret Bouchon, D. M. Moore, Dr. H. H. Rusby, Sneenweitze, Snowstorm, America, Breezelawn, Princess Juliana, Governor Guild.

## Roses.

The silver medal offered by the American Rose Society for the best collection and display of roses by an amateur was awarded to the Syracuse

Rose Society. Their collection comprised the following varieties of Hybrid Perpetual, Hybrid Tea and Tea roses:

E. C. d'Arenberg, Gruss an Auchen, Mad. Sig. Weber, Laurent Carle, Testout, K. Queen, Sunburst, Mrs. Charles Russell, Etoile d'France, Gen. McArthur, Paul Neyron, White Maman Cochet, Cissie Easlea, Marquis de Sinety, Mad. Ruan, Senator Moscurand, La Tosca, Mrs. Theodore Roosevelt, Chateau du Clos Vogeot, Mollie Sherman Crawford, Mrs. A. R. Waddell, Lady Alice Stanley, White Killarney, Ophelia, Mary Countess of Illchester, Mrs. Aaron Ward, Gruss an Teplitz, British Queen, Mme. Ed. Herriot, My Maryland, Florence Edith Couttevene, Hugo Roller, Laurient Carle, Lady Hillingdon, Louise Cath. Breslau, Old Gold, Hadley, Wm. R. Smith, Avoca, Mrs. W. C. Miller, Bessie Brown, Willowmere, Rayne d'Or, Mme. Jules Grolez, Jongkeer J. L. Mock, Mme. F. Kruger, Mme. C. Foscle, Crimson Queen, Queen Mary, Golden Emblem, Mrs. R. Smith, Constance, Hoosier Beauty, Arthur Goodwin, La Tosca, Frau Karl Druschki, Harry Kirk.

## Prominent Features of the Show.

New York State Service Flag—Sixty-two stars representing the number of counties in the state. The size of the flag was 11 by 18 feet, and the flowers used in making the design were 60,000 blue Immortelles, 10,000 white Cape Flowers, 100 sq. ft. of Ruscus for the border.

The flag was designed and made by the superintendent, Professor D. Lumsden, Ithaca, N. Y.

The American Flag—Six thousand asters were used in its making, the following varieties being used for the colors: For red, Rosy Red early branching type; for white, White late branching; for blue, Purple late branching.

Heart of France—A large design in the shape of a heart comprised of the new red aster, 'Heart of France.'

These latter two features were designed and exhibited by James Vick's Sons, Rochester, N. Y.

## Trade Exhibits.

F. R. Pierson, Tarrytown, N. Y., staged a large and splendid exhibit of Nephrolepis in the following varieties:

N. elegantissima, N. elegantissima compacta, N. muscosa, N. Smithii, N. superbissima, N. viridissima, N. Scholzei, N. Teddy Jr., N. Bostoniensis compacta, N. Giatrasi, N. tuberosa compacta, N. cordata.

The exhibit was in charge of J.



Theo. Trevillian and Alfred Wood.

Trade exhibits were also made by the following: John J. Prouty, Baldwinsville, N. Y., Madison Cooper, Calcium, N. Y., Arthur Cowee, Berlin, N. Y., James Vick's Sons, Rochester, N. Y.

#### FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

##### Say It With Flowers!

Flowers delivered everywhere through the Florists' Telegraph Delivery System—

##### and How it Is Done

For instance, you have a friend who is ill in a hospital or at a home, a mother, father, sister or sweetheart who has a birthday or wedding anniversary, or any other occasion where you desire to express your good wishes, appreciation or sentiment, and

##### Say It With Flowers!

Anywhere in the United States or Canada, all you have to do is step into a flower shop that is connected with the above-named association. The florist will immediately relay the order to one of our members in the section where the delivery has to be made, either by special delivery mail or telegraph.

The F. T. D. florist on the other end will make as reliable and fine a delivery as the man who takes your order would in his locality.

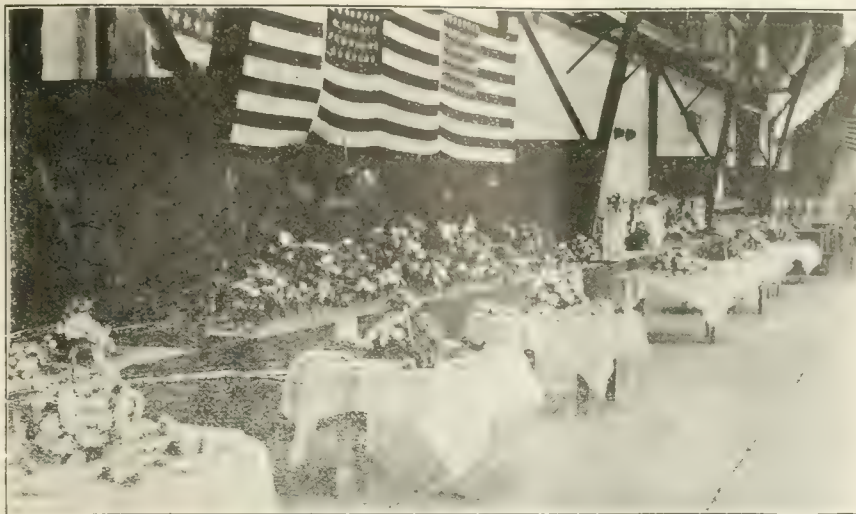
The following are reasons why you will get a guaranteed delivery from all F. T. D. members:

1. The flowers ordered may go to a very good friend or customer, and the F. T. D. florist making such a delivery will not send anything that would not be a credit to his shop.
2. He is under bonds to make the best delivery possible or lose his membership, as well as his guarantee money.
3. His reputation is at stake, and that forces him to see that your order is taken best care of.
4. If the delivery made in another town was not satisfactory he would make trouble for four parties—the customer ordering the flowers, the F. T. D. florist taking the order, the recipient of the floral gift, as well as himself.

The four points mentioned above are sufficient to make any F. T. D. florist be on his guard to make the best and most creditable delivery.

The Florists' Telegraph Delivery Association also has connections with florists over the entire world, and can relay orders for their patrons wherever wanted.

The first and main reason for the florist establishing this out-of-town service has not been a motive from a money-making standpoint. The main object of the F. T. D. florist is and always has been to give the public a more efficient floral service than any other country in the world can offer in order to show that American



VIEW IN FLORAL DEPARTMENT OF NEW YORK STATE FAIR.

and Canadian florists are at all times on the lookout for the interests of their patrons.

For any further information or particulars, write

FLORISTS' TELEGRAPH DELIVERY ASSO.,

ALBERT POCHOLON, Secy.

Detroit, Mich.

#### F. T. D. CONVENTION NOTES.

The following letter is being sent out by H. P. Knoble to F. T. D. members and those failing to secure a copy are requested by the writer to comply with its wishes:

President Gude has asked me to make an exhibit of all types of advertising used by the florists of this country at the F. T. D. meeting, October 8th and 9th, Cleveland.

Will you be kind enough to collect all of the advertising material that you have been using in the past and send me a copy of each one that it is possible for you to take out of your collection. The local committee intends to use these copies in making a large display around the entire meeting room, as this will be one of the big features discussed at this meeting. I hope it will be possible for you to submit me at least a representative number of newspaper clippings, direct by mail literature and any other suggestions that you might have, knowing these will be properly displayed in Cleveland.

I wish you would make every effort to get this material to me no later than the 18th to the 25th of this month, as it will take considerable time locally to prepare it properly for display. Just remember that this is going to be a lot of work for the local fellows, and a little co-operation on your part will surely help much to make this meeting what it deserves to be.

Awaiting your immediate reply with the advertising material, and your good wishes, also hoping to see you at the meeting, I am

Yours very truly,

H. P. KNOBLE.

#### CHICAGO FLORISTS ORGANIZE FOR LIBERTY LOAN DRIVE

The Chicago and Cook county Florists and Allied Trades organize for the Fourth Liberty Loan.

The selling forces in the coming Drive will be concentrated into two main Organizations: The business men's squadron, which will cover all lines of industries, and the Ward or District Organization, which will sell the bonds from house to house in the residential sections.

Our Industry has been assigned to the "Rainbow" or Trades Division, and will be known as Division 19-B—the Florists Trade being the second most important industry in this Division.

This is an excellent plan, as it will enable all Florists and Allied Trades interests, employers, as well as employees to subscribe for the new bonds through our own Trade Organization.

The City of Chicago and suburbs, including entire Cook county, will be divided in Districts.

The Fourth Liberty Loan Campaign will be carried on under the direction of an Executive Committee consisting of the Chairman and Vice-Chairman of our Trade, and the Captain of each District. A representative will also be appointed for each wholesale establishment and Allied Trades concern.

Headquarters of the trade will be established at the wholesale house of E. C. Amling Co., 175 North Wabash Ave., Chicago.

The following organization will conduct the work in this Campaign:

F. LAUTENSCHLAGER, Chairman,  
GEORGE WIENHOEBER, Vice-Chairman,  
MISS PEDERSON, Secretary.



## CLUBS AND SOCIETIES

### AMERICA DAHLIA SOCIETY

On Saturday and Sunday, September 14 and 15, the dahlia, fruit and vegetable exhibition was held at Horticultural Hall, Boston. In connection therewith the American Dahlia Society also held an exhibition and the combined forces resulted in quite a presentable show, which, being free, attracted a big throng of admiring visitors. Also in connection with the affair there was a very entertaining lecture on dahlias by Richard Vincent, Jr., of Whitemarsh, Md., president of the American Dahlia Society. The lecture was illustrated by stereopticon slides and was enjoyed by a large audience, of which Mr. Vincent may well feel proud. The fruit and vegetable department of the show was quite extensive and "war garden products" figured prominently. There were no money prizes offered by the Horticultural Society and the indifference of the customary exhibitors of other years was quite noticeable in all sections. A list of the wards in the flower section follows:

Awards for Flowers, Dahlias.—Artistic display: 1st, Boston Cut Flower Co.; 2d, W. D. Hathaway. 12 Decorative: 1st and 2d, A. M. Hayden. 12 Peony-flowered: 1st, George L. Stillman. 12 vases, Pompon: 1st, J. K. Alexander. 12 vases single: 1st, J. K. Alexander. One vase Peony-flowered, six blooms on long stems: 1st, George L. Stillman.

Honorable Mention: C. Louis Alling, display of dahlias; George L. Stillman, collection of new seedling dahlias; Ames Plow Co., collection of dahlias and gladioli; Fottler, Fiske, Rawson Co., display of dahlias and gladioli.

First Class Certificate of Merit: John Scheepers Co., new raspberry "La France." Silver Medal: D. R. McLean, superior culture of onions; Brookline High School, girls' War Garden, display of vegetables.

### American Dahlia Society's Prizes.

Display of Dahlias: 1st, J. K. Alexander, Michell's silver medal. Collection of Dahlias: 1st, C. Louis Alling, Carter's Tested Seeds prize. Display of Dahlias: 1st, J. K. Alexander, silver medal; 2d, Thomas Murphy, bronze medal. Decorative Dahlia: 1st, J. E. Jones, "President Wilson," Vincent prize.

### WESTCHESTER AND FAIRFIELD HORTICULTURAL SOCIETY.

The monthly meeting was held in Greenwich, Conn., Sept. 13. Interesting letters were read from soldier members. It was decided that owing to the stringent ruling of the fuel commissioners in Greenwich it will be impossible to hold the annual fall show. It was our intention to have this exhibition for the benefit of the Red Cross. The majority of our gardeners have plenty of coal, but they will not be allowed to use it. The judges made the following awards: Dahlias from Pres. Popp, 1st prize;

Oncidium spec. from James Stuart, 2nd; delphiniums from W. Graham, 3rd; asters from J. Linane and cut flowers from H. Bulpitt, votes of thanks; vegetables from James Stuart, 1st; apples from Paul Dwenger, 2nd; celery from J. Linane, 3rd; sheafs of rye from Paul Dwenger, highly commended; fruit from Jas. Stuart, highly commended. Next meeting will be on Friday, October 11. Prizes will be offered for the best collections of fruit and vegetables. A social entertainment will be held and we expect a few prominent speakers with us that night.

JACK CONROY, Cor. Secy.



R. VINCENT, JR.

### ST. LOUIS FLORIST CLUB.

The St. Louis Florist Club held their last meeting at Weber's Nursery. The meeting was held in the storage house and was opened up by the outgoing president, Jules Bourdet. After reports of the various committees, the newly elected officers were installed by Prof. Irish, each with a neat little speech. Then came the presentation of a beautiful gold watch to the departing president, who for four years had faithfully attended to his duties. Then the new president took the chair and presented a beautiful service flag to the Club. Further additions to the number of stars on the flag were announced among which were the three sons of C. W. Wors. The next meeting will take place at the W. R. Rowe greenhouses, by invitation.

F. C. Weber, Jr., made a splendid speech in which he hoped to see many at the F. T. D. at Cleveland, Oct. 8th. The Publicity Committee announced that arrangements had been made to place on sixty-seven street cars, "Say it with flowers" for one year. After the meeting a splendid lunch was set. Mrs. Weber was given a "tiger" for her efforts in entertaining the club.

### RHODE ISLAND HORTICULTURAL SOCIETY.

The annual September show of the Rhode Island Horticultural Society, held Sept. 12 and 13 at the Narragansett Hotel, was a success, both in quantity and quality. James Robertson, of Newport, added a novel feature with his exhibit of long-stem dahlias. There were four exhibitors in the 100-bloom dahlia class, including George L. Stillman, of Westerly, W. D. Hathaway of New Bedford and C. L. Alling of West Haven, Conn.

The following awards were made: Joseph Koppleman, roses and ferns; T. J. Johnston & Co., gladioli and dahlias; Lawrence Hay, hardy perennials; Burke & Burns, roses; Westminster Greenhouses, palms; W. A. Bowers, display of flowers; George L. Stillman, seedling dahlias; Cornelius Harfstra, display of flowers.

Dahlias: show and fancy, pompon, decorative, peony flowered, and cactus, W. D. Hathaway; cactus bloom, George L. Stillman; bloom, show and fancy, George L. Stillman; cactus, best 1917 variety, Louis C. Alling; asters, 50 blooms, L. A. Bloomer.

### STAMFORD HORTICULTURAL SOCIETY.

At the meeting held on Sept. 6, it was decided to hold the Flower Show on Nov. 1, 2, and 3, and to devote the proceeds to the Red Cross. The liberal manner in which the public patronized the Show last season led the members to believe that they would be able to hand over a good sum to the Red Cross this year. The discussion at the meeting centered around pear blight and blight in general. It was decided that the blight was caused by the severe winter, as also the blight on maples.

Prizes for exhibits at the meeting were asters—A. Humerick, cultural certificate; dahlias—A. V. Carver, highly commended; roses—A. Wynne, vote of thanks; hydrangeas—N. Vasi-

leff, award of merit; helianthus--A. Bieschke, vote of thanks; roses and asters, M. Smith, vote of thanks; aconitum--M. Smith, highly commended; collection of vegetables--1st A. Aluis, 2nd M. Smith; 3rd I. Forster; 4th A. Wynne; blackberries and melons--A. Caut, highly commended; grapes--A. Caut, cultural certificate.

W. J. RICE, Cor. Secy.

#### NEW YORK FEDERATION OF HORTICULTURAL SOCIE- TIES AND FLORAL CLUBS.

The annual meeting was called to order at 2.30 p. m. in Commissioner Wilson's Office, State Fair, Syracuse, New York, September 11, 1918, with President Pierson in the chair. Twenty-one delegates were present from the various affiliated societies. The records of the last meeting were read and approved. The treasurer reported funds on hand to the amount of \$230.46. A report of the progress on the horticultural building was made by the president. In view of the changes recently made in the State Fair Commissioners, it was deemed advisable that a committee be appointed to appear before the present commissioners with a request that the horticultural building be the next on the program of construction after the war. The following were appointed on this committee: Dr. Erl Bates, Syracuse, Charles Vick, Rochester, George B. Hart, Rochester.

President Pierson called on Professor Ralph W. Curtis of the Landscape Art Department of Cornell University, for an expression of the opinion as to what landscape effects would make the setting of the new horticultural building most pleasing. Professor Curtis stated that he would like to make a general study of the whole plan of buildings and groups and submit the results of his study to the Federation at a later date. It was moved and carried that Professor Curtis be made a member of the committee appointed on September 14, 1916, to make a study of plans for the horticultural building. The personnel of this committee is President Pierson, Vice-president Bates, Professor D. Lumsden, Mr. W. H. Workman, Mr. George A. Thorpe and Professor R. W. Curtis.

President Pierson made a report for the committee appointed at the last meeting to keep in touch with the fuel commissioners and lend whatever aid is necessary in getting a supply of fuel for any florist in difficulty. President Pierson represented the Federation at a conference in

Washington last spring and stated that everything was done at that time which could be done to secure recognition of the floricultural industry in the regulations of the fuel administrator. A canvass of the members present showed that most of the florists already have the 50 per cent of coal allowed for the coming year.

There was a discussion of the bill which is now before Congress, prohibiting the importation of all plants, including bulbs. It was the general opinion of the delegates that such a restriction would be disastrous to the horticultural industries, both in this country and abroad. A committee consisting of Dr. Erl Bates, Professor D. Lumsden and Mr. Charles Vick was appointed to draw up resolutions expressing the disapproval of the Federation on such legislative action. It was also suggested that each member of the Federation immediately get in touch with his Congressman and state his opinion regarding the passage of the bill.

In the general discussion which followed regarding trade conditions in the various section of the State, the opinion was expressed that the trade conditions as a whole were better than at this time last year. While as many flowers have not been sold as last year, prices have been better and the general trade demands have been good. The labor situation is one of the most troublesome factors now facing the florists.

The election of officers was the next item of business, the result of the balloting being as follows: President, F. R. Pierson, Tarrytown, First Vice-president, Dr. Erl Bates, Syracuse, Second Vice-President, Charles Vick, Rochester; Third Vice-President Hugh McCarthy, Syracuse; Fourth Vice-President, F. A. Danker, Albany, Fifth Vice-President, W. H. Workman, Oswego, Treasurer, W. A. Adams, Buffalo.

The meeting adjourned at 4.30.

E. A. WHITE, Secy.

#### GARDENERS' & FLORISTS' CLUB OF BOSTON.

There was a fairly good attendance at the first monthly meeting in Horticultural Hall, Boston, on Tuesday evening, Sept. 17. In place of a regular lecture, there was a discussion on the question: "What can gardeners and florists do to help win the war?" The discussion was opened by W. N. Craig, who emphasized the necessity of gardeners and florists raising valuable seed crops and cutting out ornamental gardening for the duration of the war. He also advocated florists devoting some space to food crops

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THE HORTICULTURAL CATALOG  
LOS ANGELES, CALIFORNIA

under glass and also raising all they could outdoors. He pointed out the necessity of gardeners helping the new war gardeners with advice at all times, and asked all to purchase Liberty Bonds to the extent of their financial ability and to aid all deserving charities, not forgetting to contribute flowers on all possible occasions



and keeping the slogan "Say it with Flowers" continually before the public. In the long and interesting discussion following Mr. Craig's remarks, F. E. Palmer, James Wheeler, James Methven, William Downs, A. P. Calder, Robert Cameron and others took part.

The Picnic Committee made a favorable report, with a small balance in the treasury. The Committees on resolutions on the deaths of George Barker and Carl Denayere presented their reports. Two additional deaths were reported, Alexander Rister and John Lally, and the following committees were appointed to draw resolutions respectively: Peter Miller, Wm. N. Craig, John Ness, Richard Calvert, Duncan Finlayson and Wm. C. Rust.

A communication was read from the Park Garden Club, Flushing, N. Y., asking if the club would vote in favor of the changing of names of all plants of Germanic or Teutonic origin. The club voted not to take such action.

Among the exhibits was a very fine collection of onions from Thomas W. Little, Clifton, Mass., comprising the following varieties; Danvers Yellow Globe, Southport Yellow Globe, Southport Red Globe, Cranston's Excelsior and Ailsa Craig. This exhibit was awarded a report of cultural merit. The same exhibitor also showed Sutton's Superlative beans of very fine quality. Frederick Cave exhibited St. Regis raspberries.

The club voted to exchange their 4 per cent Liberty Bonds to those of 4¼ per cent denomination.

It was unanimously voted to hold a vegetable exhibit at the October meeting to continue for two days, the public to be admitted free. The State Board of Agriculture has offered money for prizes at this exhibit.

#### NASSAU COUNTY HORTICULTURAL SOCIETY.

There was a large attendance at the regular monthly meeting of the Nassau County Horticultural Society, held in Pembroke Hall, Glen Cove on Wednesday evening, Sept. 11th, President Robt. Jones, presiding. The exhibition tables were well filled with a fine display of flowers, fruit and vegetables. The President appointed the following to act as judges for the monthly exhibits; Messrs. Thomas Twigg, Frank Watson and Wm. Milstead, and their awards were as follows:

12 Mixed Dahlias—1st, Wm. Noonan.  
Heads of Celery—1st, Frank Petroccia.  
Musk melon—1st, Arthur Smith.  
Andrew Wilson's Special for the best 12 Potatoes brought out keen competition, the judges awarding Frank Petroccia 1st prize.  
Wm. Noonan exhibited a collection of dahlias of exceptional merit, well worthy of the cultural certificate awarded.



Mr. and Mrs. B. Hammond Tracy, Miss Lucille and Eleanore, at Cedar Aeres, on August 16, their Silver Wedding day. Their only son, Lieut. B. Hammond Tracy, Jr., is in Aviation in France.

Collection of Fruit—Thanks of Society to James Holloway.

Raspberry "La France"—Thanks of Society to John Scheepers & Co.  
Vase of Gladioli—Thanks of Society to Wm. Noonan.

The Preliminary schedule for the Chrysanthemum Show, to be held on Oct. 31st and Nov. 1st, was read and adopted.

Vice-President Thos. Twigg reported that George Ford, one of our members had been killed in action on Aug. 8th.

Competition for the next monthly meeting, to be held on Wednesday, Oct. 9th, is: 3 heads of Cauliflower, best 6 Carrots, and the heaviest head of cabbage.

Robt. Jones will be the Manager for the Dahlia Show on Wednesday, Oct. 2nd. Schedules can be had upon application.

HARRY GOODBAND, Cor. Secy.

#### PERILOUS WAR FINANCE.

There is a deeper difficulty involved in a tax on so-called luxuries than mere enhancement of cost to consumers.

This is a nation of 100,000,000 people, of whom about 2½ per cent are now diverted from industry to war.

The remaining 97½ per cent must live, move and have their being, besides providing for the requirements of the 2½ per cent in the shape of food, clothing and munitions.

Upon the prosperity and well-being of the 97½ per cent depend the Nation's strength to fight and power to endure.

The off-hand policy of the Treasury Department and of bureau heads generally is to ignore the needs of the 97½ per cent and to concentrate all energies, physical and financial, behind the 2½ per cent.

No one for a moment questions the necessity for a most complete and

thorough support of the soldiers and sailors.

But there now arises a sharp difference of opinion as to how that support can best be maintained.

The collapse of the Coal Administration last winter was a blow to industry from which the country still staggers.

Yet in the face of that experience and its consequence it is proposed to adopt methods which will curtail many industries and stop others, and totally to disregard the greatest factor in the situation—which is:

The need of providing for redistribution of the enormous sums poured into the Nation's war purse.

A limited number of concerns make munitions, build ships and furnish war supplies for the 2 per cent of the population directly engaged in fighting.

The rest of the country must furnish the bulk of the funds and maintain itself at the same time on a basis that shall grow stronger rather than weaker.

If the proposed plan of taxation prevails, how will it be possible to redistribute the money thus concentrated in such wise that each citizen may be properly provided with the means of making a living which will enable him to go on contributing his quota to national confidence and prosperity?

It needs but little thought to realize that the sale of so-called luxuries constitutes one of the best means of insuring a normal, healthy flow of money through all parts of the industrial organism.

The necessities of life are relatively few. Luxuries count heavily on the profit-making side of industry. A bare living for the individual contributes little to the common prosperity.

The Government pays colossal wages. It has lifted the cost of labor in all lines to the limit of endurance.

Employers and employees in a few industries engaged in the making of munitions profit enormously.

But other Americans—millions and tens of millions of them—must suffer to the verge of ruin unless somewhere the vein is tapped.

If Federal War Finance continues to form its programme on the easy theory that its sole task is to get money out of the country, without any provision for putting money back and assuring its steady, stimulating flow, through accustomed channels, the Nation will presently find itself stricken with industrial paralysis—at the time when of all times in its history, it has need of its full health and strength.—*New York Evening World*.

## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

### Extravagant Claims for Gourds Advertised as Valuable Beans

Two varieties of edible gourds, long known but little grown in this country, have been widely advertised recently as "butter beans" of rare quality and high productivity. Vague but glowing and extravagant claims are made for them which has led the United States Department of Agriculture to warn farmers and gardeners to be on their guard. Their culinary value is similar to that of summer squash, say department officials, and they are interesting as curiosities, but have very slight practical worth. The name Gigantic New Guinea Butter Bean has been given to the common Cucutza or sweet gourd. It is frequently found in Italian vegetable gardens and is offered in the markets of New Orleans, but is considered of such little value that regular seedsmen rarely give it notice. It has been reported that this so-called new bean has been offered at extravagant prices, for example, 6 of the gourd seeds for 50 cents, or 16 for \$1. The Snake or Solomon Island gourd also has been renamed in certain advertisements as Guada bean. This gourd can be grown only in warm climates and is adapted to rather limited regions in the southern part of the United States.

### NASTURTIIUM WILT.

An interesting addition to the bacterial diseases of plants is that of a wilt of Nasturtiums (*Tropaeolum majus*), described by Mary K. Bryan (*Journ. of Agric. Research*, IV., 5). The disease is caused by *Bacterium solanacearum*, an organism which also affects potatoes, tomatoes and tobacco. The disease prevents the blossoming of nasturtiums, stunts their growth, and quickly kills them. By infection from tobacco plants suffering from wilt the disease was induced in the nasturtium, and conversely the wilt of the latter inoculated into tomato and tobacco gave rise to the disease in nasturtiums. Cultivated *Ageratums* and *Verbenas* also proved susceptible to wilt infection. This soil bacterium, *B. solanacearum*, is known to infect plants belonging to the *Solanaceae*, *Compositae*, *Leguminosae*, *Verbenaceae*, *Euphorbiaceae*, *Bignoniaceae* and *Geraniaceae*. —*Gard. Chron., London.*

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### PROPOSED NATIONAL RESERVATION IN GEORGIA.

It is proposed to form the "Okefinokee Society," for the purpose of obtaining a National Reservation of the Okefinokee Swamp or such portions of its area as will best serve the public use in conserving and preserving the rare, unique and varied scenic and scientific attractions which it affords.

The Okefinokee Swamp, aptly called "Georgia's Wonderland," with all its unique scenic attractiveness, its wealth of natural resources, its peculiar scientific value in its primeval state and the exceptional availability it affords for public recreation and educational use is a national asset which should be conserved, at least in part, for public use.

The present rate of exploitation of its commercial resources and the consequent vanishing of its distinctive features, makes it desirable that immediate steps be taken for securing a suitable reservation of several of the larger islands not yet invaded by industrial operations, with the scenic waterways and lakes now fringed with luxuriant and varied vegetation and timber, so that without serious interference with the present developments, such selected portion could be permanently preserved and advantageously utilized for the public.

As an initial step, an organizing committee is contemplated. This committee when selected by the tentative members, will formulate plans, indicate requirements for membership and enroll those willing to join. The report of this organization committee

will be submitted by mail to members and when approved and found satisfactory to a majority, can be adopted by a referendum vote.

The reservation being secured, the plan contemplates that scientific societies of the country with other organizations, both state and national, will be invited to assist in making the place all that its natural conditions makes possible.

Dr. J. F. Wilson, Waycross, Ga., secretary of the Waycross Progress Club has assumed the work incident to the formation of the organization committee.

### PUBLICATIONS RECEIVED

The Annual Report of the Bureau of Parks of the City of Portland, Oregon, has been received. The park system of Portland embraces approximately 1410 acres.

The Annual Report of the American Seed Trade Association, which has just been received from Secretary Kendel, is a well-bound book of 128 pages. It contains an immense amount of information of superlative value to everybody in the seed trade today, also a complete list of the association membership to date and of all officers, state correspondents, etc.

Los Angeles, Cal.—The Germain Seed & Plant Co. opened its retail store at 6th & Main streets August 26th.

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Bangor, Me.—Adam Sekenger, 32 Newbury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Boston—Julius A. Zinn, 4 Park St.

Buffalo, N. Y.—S. A. Anderson, 440 Main St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Chicago—William J. Smyth, Michigan Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid Ave.

Cleveland, O.—Adam Graham & Sons, 5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th St.

Cleveland, O.—The Smith & Fettes Co., 735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643 Broadway.

Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New Boston Rd. and 36 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017 Grand Ave.

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Ave.  
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22 Pearl St.

## NEWS NOTES.

Red Bank, N. J.—J. L. Hayes has  
moved his florist business from the  
Doremus building at the corner of  
Front street and Wharf avenue to one  
of the Doremus stores at 20 West  
Front street, opposite Emanuel court.

Galesburg, Ill.—Walter E. Pillsbury  
who has been with his father I. L.  
Pillsbury in the florist business at  
Galesburg, Ill., left last week for Camp  
Forrest, Lytle, Ga. By the Board he  
had been placed in class 4 but wanted  
to go for his country, so with the con-  
sent of his wife he signed a waiver  
releasing him from exemption and was  
moved from class 4 to class 1 and left  
at his own request.

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" " No. 1 and culls	4.00	to 10.00	6.00	to 10.00	2.00	to 10.00
Russell	4.00	to 10.00	4.00	to 15.00	8.00	to 10.00
Hadley	2.00	to 10.00	4.00	to 15.00	4.00	to 10.00
Euler, Mock	2.00	to 10.00	4.00	to 15.00	4.00	to 10.00
Arenberg, Hoosier Beauty	2.00	to 10.00	2.00	to 5.00	4.00	to 10.00
Ward, Hillingdon	2.00	to 10.00	2.00	to 4.00	2.00	to 4.00
Killarney, Key, Taft	2.00	to 10.00	2.00	to 4.00	2.00	to 6.00
Ophelia, Sunburst	2.00	to 10.00	2.00	to 10.00	2.00	to 6.00
Carnations	1.00	to 3.00	2.00	to 3.00	4.00	to 10.00
Cattleyas	8.00	to 12.00	12.50	to 15.00	10.00	to 12.00
Lilies, Longiflorum	8.00	to 12.00	12.50	to 15.00	10.00	to 12.00
Lilies, Speciosum	8.00	to 12.00	12.50	to 15.00	10.00	to 12.00
Lily of the Valley	6.00	to 10.00	6.00	to 8.00	5.00	to 8.00
Snappedragon	1.00	to 3.00	1.00	to 6.00	4.00	to 6.00
Gladioli	.50	to 2.00	2.00	to 4.00	2.00	to 4.00
Asters	1.00	to 2.00	2.00	to 4.00	2.00	to 6.00
Dahlias	1.00	to 2.00	2.00	to 4.00	2.00	to 6.00
Calendula	1.00	to 2.00	2.00	to 4.00	2.00	to 6.00
Sweet Peas	1.00	to 2.00	2.00	to 4.00	2.00	to 6.00
Gardenias	1.00	to 2.00	2.00	to 4.00	2.00	to 6.00
Adiantum	1.00	to 2.00	2.00	to 4.00	2.00	to 6.00
Smilax	1.00	to 2.00	2.00	to 4.00	2.00	to 6.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 35.00	50.00	to 100.00

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Flower Market Reports

Business has been exceptionally good and remained firm throughout the entire week. The city has been in the throes of an epidemic of gripe which has caused many deaths and in consequence many funeral orders. Roses are plentiful and good in the many varieties. Carnations are improving both in quality and volume but as yet have not made much of an impression on the market. Lilies have not been plentiful but the demand has readily taken care of the supply. Asters and gladioli are gradually fading away while what dahlias are seen are of a poor quality due mainly to weather conditions. Chrysanthemums are increasing both in supply and demand and show up well.

Fall business is opening up nicely. During the past fortnight there has been an active demand and it has kept the market cleaned up of practically all good stock. Prices are good and the out of town demand is large. Roses are in better than usual supply and besides are much better than they were up to a fortnight ago. Carnation are fairly plentiful and prove a big factor in the week's business. Asters are a big item at this time, the supply is very large and meets with a good demand. Some gladioli may be had. The few chrysanthemums that come in generally find a fair market. Dahlias and cosmos are fairly plentiful.

Business is brisk and the market cleans up nicely every day. Some choice late asters are being offered but the main crop is over. As yet no chrysanthemums have been received. Lilies are scarce, so are tritomas, larkspurs and other good garden flowers. Lily of the valley is weak in supply but is adequate to meet the demand. Roses are getting more plentiful and the quality is also much improved. Shipping trade is normally good. Trained store help is scarce and is going to be soon more difficult to obtain.

We have the pleasure to report that business improved a little last week. While nothing extra, there was really a little more "pep" to it. Dahlias are the feature now and some very fine flowers are coming in—although from all accounts the quantity is smaller than usual. Among the good



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WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS ONLY

	CINCINNATI Sept. 16	CHICAGO Sept. 16	BUFFALO Sept. 16	PITTSBURG Sept. 16
Roses				
Am. Beauty, Special.....	25.00 to 35.00	35.00 to 40.00	25.00 to 30.00	.... to 30.00
" " Fancy and Extra.....	15.00 to 20.00	20.00 to 30.00	10.00 to 20.00	20.00 to 25.00
" " No. 1 and culls.....	6.00 to 10.00	8.00 to 12.00	3.00 to 8.00	10.00 to 15.00
Russell.....	6.00 to 12.00	4.00 to 20.00	6.00 to 10.00	4.00 to 12.00
Hadley.....	6.00 to 12.00	.... to ....	3.00 to 6.00	.... to ....
Euler, Mock.....	6.00 to 12.00	.... to ....	3.00 to 6.00	4.00 to 10.00
Arenberg, Hoosier Beauty.....	5.00 to 8.00	3.00 to 6.00	3.00 to 10.00	.... to ....
Ward, Hillingdon.....	4.00 to 6.00	3.00 to 6.00	3.00 to 5.00	4.00 to 10.00
Killarney, Key, Taft.....	3.00 to 6.00	2.00 to 6.00	3.00 to 6.00	4.00 to 10.00
Ophelia, Sunburst.....	4.00 to 8.00	3.00 to 6.00	3.00 to 10.00	4.00 to 10.00
Carnations	.... to 2.00	2.00 to 3.00	1.00 to 1.50	2.00 to 3.00
Cattleyas.....	60.00 to 75.00	75.00 to 100.00	50.00 to 60.00	.... to 75.00
Lilies, Longiflorum.....	12.50 to 15.00	10.00 to 12.00	8.00 to 10.00	.... to 15.00
Lilies, Speciosum.....	.... to ....	.... to ....	4.00 to 6.00	.... to ....
Lily of the Valley.....	.... to 6.00	4.00 to 8.00	6.00 to 8.00	.... to ....
Snopdragon.....	.... to ....	3.00 to 4.00	2.00 to 4.00	1.00 to 3.00
Gladioli.....	3.00 to 5.00	2.00 to 5.00	2.00 to 4.00	.... to 6.00
Asters.....	2.00 to 4.00	2.00 to 4.00	.50 to 2.50	2.0 to 4.00
Dahlias.....	3.00 to 4.00	.... to ....	1.00 to 3.0	.... to ....
Calendula.....	.... to ....	2.00 to 3.00	1.00 to 2.00	.... to ....
Sweet Peas.....	25 to .35	.... to ....	.25 to .50	.... to ....
Gardenias.....	.... to 1.00	1.00 to 2.00	.... to 1.50	.75 to 1.25
Adiantum.....	.... to 1.00	15.00 to 20.00	.... to 20.00	.... to 20.00
Smilax.....	15.00 to 20.00	15.00 to 20.00	35.00 to 50.00	40.00 to 60.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00 to 35.00	25.00 to 50.00		

ones to be seen now are Attraction, Jack Rose, Sylvia, Juliet, Delice and Yellow Duke, all of which show up extra well. The cattleya market has recovered from its long sleep, and there are some fine labiatas to be seen at present which are bringing very good prices.

The market during the past week has been somewhat brighter. A heavy frost with ice was recorded this week and stock is not so plentiful. Asters are quite plentiful and move well but a large quantity of very poor

stock is seen which is cleared at low prices. Gladioli are becoming poorer. The demand remains satisfactory. Roses are in good demand. Garden flowers are seen but they are getting very inferior except a few good dahlias, which sell well. Lilies are in fair demand.

This market has shown some slight improvement. Roses are improving daily. Carnations are slowly coming but quality is poor. Some good red dahlias are seen also a few yellow and chrysanthemums but the season for these has not yet opened up.

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### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Sept. 14 1918		First Part of Week beginning Sept. 16 1918	
American Beauty, Special	10.00	to 25.00	10.00	to 25.00
" " Fancy and Extra	5.00	to 10.00	4.00	to 10.00
" " No. 1 and culls	.50	to 4.00	.50	to 4.00
Russell	.50	to 8.00	.50	to 8.00
Hadley	.50	to 6.00	.50	to 6.00
Euler, Mock, Key	.50	to 8.00	.50	to 8.00
Arenberg, Hoosier Beauty	.35	to 3.00	.50	to 4.00
Ward, Hillingdon	.50	to 3.00	.50	to 3.00
Killarney, Taft	.25	to 12.00	.25	to 12.00
Ophelia, Sunburst	.35	to 5.00	.35	to 5.00
Carnations	.50	to .75	.50	to 1.00

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## WAR TIME BANQUETS.

There is no place at this time of war economy for unnecessary convention entertainment, for elaborate banquets, or for the family and salesmen's junkets. Conventions should be all business, real business, participated in solely by those representatives of member firms having the power to decide and act, with all extraneous side lights or high lights eliminated.

If entertainment is sought, it is always in the power of the individual attendant upon such gatherings to secure the variety of pleasure he prefers, but there is no necessity for—and, in fact, there is a distinct reason why there should be no—elaborate banquets, with large expenditures for many varieties of food and the accompanying beverages. This was proved conclusively at conventions of large associations held last fall, when many of the usual prewar banquet concomitants were omitted without loss.

In response to a recent inquiry concerning banquets the Food Administration stated:

"The Food Administration wants the American people to eat wisely and well and without waste. Our people ought to eat in such a way as to maintain their strength and efficiency and with due regard always to the demands on our food resources in winning the war.

"To most Americans that means three good meals a day. So far as food alone is concerned, it makes no difference whether one of these meals is called a banquet instead of a dinner, so long as it does not transgress any of the requirements that loyal Americans should keep in mind

"If in order to be a banquet it must be a fourth and unnecessary meal, or must include foods that Americans ought to be conserving to meet war needs, or must be wasteful of food, then it is bad. But it is not necessarily bad merely because it affords an occasion for members of a convention or others to gather at a pleasant meal. Many banquets have been made the means of attractively and effectively presenting the gospel of food conservation.

"The Food Administration has approved many menus for large dinners of marked simplicity, which invariably have been well received."

If there must be "banquets" at the fall conventions, why not the "conservation banquet," with a patriotic menu?—*War Administration Bulletin*.

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## NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Sept. 14 1918		First Part of Week beginning Sept. 16 1918	
Cattleyas.....	25.00	to 75.00	25.00	to 100.00
Lilies, Longiflorum.....	4.00	to 5.00	3.00	to 8.00
Lilies, Speciosum.....	3.00	to 4.00	3.00	to 4.00
Liby of the Valley.....	3.00	to 6.00	3.00	to 6.00
Snagdragon.....	.....	to .....	.....	to .....
Gladioli.....	1.00	to 2.00	1.00	to 2.00
Asters.....	.25	to 3.00	.25	to 3.00
Dahlias.....	.25	to 2.00	.25	to 3.00
Calceolae.....	.....	to .....	.....	to .....
Sweet Peas.....	.....	to .....	.....	to .....
Crdenias.....	.....	to .....	.....	to .....
Adiantum.....	.....	to .....	.25	to .50
Smilax.....	6.00	to 8.00	6.00	to 8.00
Asparagus Plumosus, & Sprea (100 bunches).....	10.00	to 12.00	10.00	to 12.00

## VISITORS' REGISTER.

Cincinnati—Mr. and Mrs. G. A. Beckmann and Jos. R. Goldman, Middletown, O.; Jos. Hill, Richmond, Ind.

Boston—J. Otto Thilow, of H. A. Dreer, Philadelphia; R. Vincent, Jr., Whitmarsh, Md.; Leonard C. Barron, editor Garden Magazine, Garden City, N. Y.; John S. Hay, Philadelphia, Pa.

## NEWS NOTES.

Westerly, R. I.—George L. Stillman made a clean sweep in the show of dahlias at the annual Kingston Fair last week.

Scranton, Pa.—T. J. Nolan, representing the King Construction Company of North Tonawanda, N. Y., for many years in this section has taken the position of traveling representative of the Burlington Willow Ware Co. The business of greenhouse building is at a standstill for the present.

Palo Alto, Calif.—W. E. Eglington will shortly leave here for Canada, he having joined the Canadian military forces. Up to the present time Mr. Eglington has had under his care the original collection of Philippine orchids exhibited at the Panama Pacific Exposition. These orchids were there awarded the Grand Prize. At the close of the exposition the collection was purchased by Mr. Herbert Fleishacker, the San Francisco banker, and installed at his country estate, "Oakholm," Atherton, Cal. Since that time the collection has been greatly enlarged and contains many rare varieties of orchids. Mrs. Herbert Fleishacker is a keen orchid connoisseur and her devotion and appreciation of these rare flowers has done much to increase general interest in

orchid growing throughout California and her zeal has been ably seconded by Mr. Eglington.

Syracuse, N. Y.—The new greenhouse, in connection with the Joseph Slocum College of Agriculture, is rapidly nearing completion on the University campus at the rear of the Agricultural college. The new building, constructed of brick and steel, is 35 x 120 feet, and will cost in the neighborhood of \$15,000. This amount was given by Mrs. Russell Sage, who gave the new agricultural college building named after her father. The new building, which is for the use of the agricultural students, is perhaps one of the best equipped of modern greenhouses. The heating of the building and of the hot beds will be done by the university central heating plant. The upper, glass covered portion consists of a high central section surrounded by a lower section. In the basement are four rooms, which will be used for growing mushrooms, propagation of plants, potting plants and various other purposes. In one of the rooms a low temperature will be constantly maintained for plant experimentation.

## PATENTS GRANTED.

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## Winter Effect in the Brooklyn Botanic Garden

Since weather records have been kept, there has been no such severe winter as the one just past. During the Christmas holidays, and just after, minimum temperatures were recorded of  $-13^{\circ}$  at the Weather Bureau (414 ft. in the air),  $-10^{\circ}$  at the New York Botanical Garden,  $-7^{\circ}$  at the Central Park Weather Bureau station, which is nearly at ground level, and  $-8^{\circ}$  at the Brooklyn Botanic Garden where the thermometer is in a somewhat sheltered place. The first four days of the year showed minimum temperatures of  $-5^{\circ} + 2^{\circ}, 0^{\circ}$ , and  $-3^{\circ}$  respectively, and on January 12 the temperature was  $50^{\circ}$ . Worst of all, on the latter day, the velocity of the wind was greater here than in any other place in the country, the record showing maximum velocity of 84 miles an hour, from the southeast. The following of such extreme cold by a warm wind of this great velocity apparently played havoc with many valuable plants in the Garden. With the ground frozen to depths unknown before, as there was practically no snow covering during the coldest days, the root activity of most plants would be stopped, while the warm wind on the 12th, when the maximum temperature for January was recorded, would dry out many evergreens, even if they had withstood the cold of a few days before. Because of this combination of cold temperatures followed by warm wind, it is perhaps impossible to ascribe all our losses to cold alone. Certainly one or the other, or most probably their combination, has had disastrous results, as the following notes will show.

### Shrubs and Trees Killed Outright.

*Pinus rigida* (young specimen); *Juniperus oblonga*; *Picea alba*, *Alcockiana*, *Abies dumosa*; *Abies concolor* (young specimen); *Chamaecyparis pisifera obtusa nana*; *Alangium chinense*; *Alangium begoniifolium*; *Poncirus* (*Citrus*) *trifoliata*; *Acer opulifolium*; *Rosa bracteata*; *Amygdalus persica*; *Prunus tenuifolia*; *Cotoneaster foveolata*; *Cercis canadensis*; *Laburnum vulgare*; *Ilex aquifolium*; *Hypericum prolificum*; *Diospyros* (E. H. Wilson, No. 3615); *Erica stricta*, vagans; *Enkianthus perulatus*; *Viburnum cassinoides*.

While none of the above can possibly recover, for the next group of species there is hope that they may grow again. They were killed to the ground, but are now making new growth. All of the growth is dead and to regain their former stature will, in some cases, take three years.

### Shrubs and Trees Killed to the Ground but Making New Growth.

*Taxus baccata*; *Cunninghamia sinensis*; *Myrica Gale*; *Mahonia aquifolium*; *Calycanthus floridus*, *occidentalis*; *Rosa helvetica*; *Prinsepia* (Purdom No. 324); *Malus rivularis*; *Magnolia obovata*; *Cercis japonica*; *Spartium junceum*; *Coriaria japonica*; *Euonymus japonicus*; *Ilex Fargesii*, *latifolia*; *Styrax americana*; *Jasminum nudiflorum*; *Vitex Agnus-castus*; *Buddleia nivea yunnanensis*.

None of these, as horticultural subjects, could be relied upon, judging by the experience of last winter, as after a few seasons' growth, and just as they are about to become handsome specimens, an exceptional winter would cut them back to the roots.

In nearly the same category, so far as reliability of continued growth is concerned, is the following list. In all of these the winter-killing, while not down to the ground, has been very severe, sometimes the loss representing the growth for three or more years. All of them are alive and doing well, but there are great gaps in many of them, and in most the winter-killed wood is in unsightly contrast to the young growth just starting. In many of these the recovery will take from one to three years, and in the conifers many of the plants will never make perfect specimens again.

### Shrubs and Trees Severely Winter-Killed, but now Making Recovery.

#### EVERGREENS.

*Pinus Massoniana*; *Picea Abies dumosa*, *Abies inverta*, *polita*, *obovata*, *pungens*; *Abies Veitchii*, *Sachalinense*, *numidica* (nearly dead), *pectinata*, *cephalonica*, *firma* (nearly dead); *Thuja orientalis*, *occidentalis lutea*; *Juniperus pyramidalis*, *Chinensis aurea*; *Pfitzeriana* ( $\frac{1}{2}$  a plant with 8 ft. spread dead); *Cryptomeria japonica*, *dachryoides*; *Tsuga canadensis*; *Cedrus Libani*; *Chamaecyparis nutkensis glauca* (nearly dead), *nutkensis glauca pendula* (nearly dead), *leptoclada*, *obtusa nana*; *Sequoia gigantea* (nearly dead); *Cephalotaxus drupacea*, *Harringtoniana fastigiata*; *Taxus canadensis*; *Ephedra distachya*.

#### DECIDUOUS.

*Salix incana*, *rostrata*; *Morus Cathayana*; *Ulmus alata*; *Quercus cerris*; *Magnolia macrophylla stellata*; *Clematis montana platysepalis*; *Berberis aggregata*, (Wilson No. 4173) *Wallichiana*; *Itea virginica*; *Ptelea trifoliata*; *Poncirus* (*Citrus*) *trifoliata*; *Ilex apaca*; *Clethra alnifolia*; *Leucothoe racemosa*; *Enkianthus perulatus*; *Pieris floribunda*, *japonica*; *Potentilla fruticosa*; *Rubus idaeus aculeatissimus odoratus*; *Prunus* (Purdom No. 284); *Prunus chamaecerasus*; *Pyrus elaeagnifolius*; *Cercis canadensis japonica*; *Colutea arbores-*

*cens*; *Cytisus Laburnum*; *Styrax japonica*; *Ligustrum amurense*, *sinese*; *Jasminum nudiflorum* (did not flower for first time since 1911); *Clerodendron trichotomum*; *Paulownia tomentosa* (nearly dead); *Lonicera involucrata*; *Viburnum cassinoides*; *Baccharis halimifolia*.

Much less seriously injured are the following. In most cases they were winter-killed only a foot or two, and not on all the branches, so that the vigorous new growth is just now obscuring the winter's damage.

### Shrubs and Trees Only Slightly Winter-Killed and Making Rapid Recovery.

*Abies Nordmanniana* (young plants apparently untouched); *Picea pungens glauca*; *Cryptomeria Japonica Lobbii*; *Chamaecyparis obtusa nana*; *Salix viminalis*; *Philadelphus Lemoinei*; *Gleditsia triacanthos*; *Corylopsis pauciflora*; *Stacyurus praecox*; *Ilex Sieboldii* (both red and white fruited forms), *crenata*; *Phillyraea angustifolia*; *Ligustrum media*; *Celtis australis* (Wilson No. 343); *Broussonetia papyrifera*; *Carpinus Betulus*; *Magnolia Soulangeana*, *Fraseri*; *Deutzia scabra*; *Buddleia intermedia*; *Catalpa ovata*; *Lonicera deflexicalyx*, *Koehneana*; *Diervilla japonica* *Viburnum rhytidophyllum betulifolium*; *Symphoricarpos orbiculatus*.

A summary of the results of the winter on our woody collections shows that there were:

Killed outright, 28 species and varieties; killed to the ground, 20 species and varieties; severely winter-killed, 70 species and varieties; slightly winter-killed, 28 species and varieties.

As many of these were in duplicate or triplicate the disastrous effects of the winter were very noticeable during April and May, but fortunately recovery of the slightly and severely winter-killed species is making fairly rapid progress, so that by mid-summer the collections, except in the most stubborn species, will be in fair condition. Of course, those killed to the ground are practically of no use to us for years to come. It will be noted that some species are found in more than one place in the lists. This indicates that we have several specimens and that their reaction to the winter has varied. It seems better to include them in two places rather than arbitrarily assign them to one, which might hide the facts.

In addition to the species listed above, nearly all our box and some privet was either killed or so severely winter-killed as to need replacement.

NORMAN TAYLOR.

## Obituary

**Frank S. Fisher**

Frank S. Fisher, florist, of Worcester, Mass., died on September 5, of heart failure. He was 62 years old. A widow and one son survive.

**Thomas N. Griswold.**

Thomas Newton Griswold died at the Hartford Hospital at 11.30 a. m. yesterday from pneumonia, following an operation. He was born in Wethersfield, Conn., January 30, 1834. Mr. Griswold leaves a wife and four children, Franklin N. and Frederick I. Griswold of Wethersfield, Wallace B., of Lincoln, Neb., and Jeanette W., of West Hartford, and four grandchildren. Mr. Griswold was a lifelong resident of Wethersfield and was one of the pioneer seedsmen of the town, doing business under the name of Thomas Griswold & Co., the seed firm organized by his father in 1845. Mr. and Mrs. Griswold celebrated their sixtieth wedding anniversary last March.

**John W. Gibson.**

John W. Gibson died on Sunday, Sept. 8, at his home in Newport, R. I. Mr. Gibson was in his 62nd year. He had been ailing with Bright's disease for some time. He was a son of the late John and Susan Gibson, his father having been for many years gardener for the late Charles H. Russell and afterward for Mr. James Stillman, who purchased the Russell estate on Bellevue and Narragansett avenues.

John W. Gibson worked for his father when a young man and in 1882 went to New York to establish a branch of the firm of Gibson Brothers, returning in 1894 to join his brothers, Thomas J. and Joseph Gibson, who had several years before formed the firm, which conducted the large greenhouses on Malbone road and was extensively engaged in landscape gardening and the culture of cut flowers, with stores on Washington square and Bellevue avenue. In 1912 Thomas J. Gibson left the firm, continuing the business at the Washington Square store, while Messrs. Joseph and John W. Gibson retained the greenhouses and continued the Bellevue avenue stores.

In the passing away of John Gibson Newport loses one of her bright lights in the florist business and a large number of men in the trade are bereft of a valued associate and friend. Impulsively liberal, generous to a fault, "Johnnie" Gibson was sure to be found in the front rank in any activity in

which his friends in the trade were interested. He was a live wire for many years and whatever he did was never done by halves. Newport will not be like Newport with him gone. He leaves two brothers and three sisters.

### SALE OF A NOTED ESTABLISHMENT.

The premises and good will of Messrs. W. Wells & Co., chrysanthemum and carnation growers, Mersham, Surrey was offered for sale by auction, as a going concern, on September 3, at the Market Hall, Redhill. The sale was under the instructions of the trustees of the late Mr. William Wells, and in pursuance of the direction to that effect in his will. The premises include 6½ acres of land, a freehold cottage, and 17 glass-houses.—*Gard. Chron.* Aug. 24.

### GREENHOUSES BUILDING OR CONTEMPLATED.

**Fort Wayne, Ind.**—A. J. Lanternier Co., rebuilding.

**Minot, N. D.**—Valker's Minot Greenhouses, rebuilding.

**Tekamah, Neb.**—Tekamah Florist Co., one house, completed.

### CATALOGUES RECEIVED.

Storrs & Harrison Co., Painesville, Ohio.—Autumn Catalogue, No. 3, 1918.

Peter Henderson & Co., New York.—Wholesale Catalogue for Florists and Market Gardeners. Autumn Edition. An impressive publication, neat and practical throughout.

## Local and General News

**ROCHESTER, N. Y.**

Salter Brothers' East Side store is being redecorated.

H. E. Wilson had the fall opening decorations for Duffy Powers.

The frost of Sept. 10th did injury to flowers and crops along the Genesee Valley.

Mrs. Kate Owen has taken a position with H. P. Neun, florist, North street.

Charles Sharp of Rochester Floral Co. has taken a position as salesman for a grocery firm.

George Case and Max, The Florist, both have been called for limited service and are in training at Syracuse.

The American Association of Cemetery Superintendents were in convention here Sept. 11 to 13th. They were entertained by James Vick's Sons. Several members of the A. A. C. S. are prominent florists of this city.

That the Department of Parks is on no different basis than any one else with greenhouses, was declared at the office of County Fuel Administrator Miller. There has been a question of the status of the Lamberton conservatory and other greenhouses at Highland Park under the Federal

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**A. H. HEWS & CO., INC.**  
Cambridge, Mass.

order relating to heating greenhouses next winter. These greenhouses can have 50 per cent of their normal supply of fuel and no more. All other greenhouses are on the same basis. It is not expected that private greenhouses or conservatories will be operated next winter.

### PITTSBURGH.

William Pickersgill of the Randolph McClements Co. left last week to join the colors and is now stationed at Camp Forest, Ga.

Gustav Ludwig has returned from Chicago where he and his wife were the guests of their daughter..

Teachers and principals of the Pittsburgh Public Schools have completed plans for the establishment of an agricultural school as a lasting memorial of the teachers and children of Pittsburgh to the war orphans of France. A campaign will be conducted next week to raise the \$50,000 required.

### ST. LOUIS.

August Hummert, our new club president, speaks well of the prospects for good fall trade.

The St. Louis Seed Co. are starting up their fall trade. Narcissus bulbs will arrive shortly and all the latest varieties in sweet peas.

### CINCINNATI.

On Monday evening Mr. and Mrs. L. H. Kyrk celebrated their thirty-third wedding anniversary.

C. J. Jones is receiving the sympathy of his friends in the loss of his wife, Dora C. Jones, who passed away last week.

### BOSTON.

Edward J. Welch, retired wholesale florist, Boston, has filed a petition in bankruptcy. Liabilities, \$9793; assets, \$4800.

Charles Joseph Sloane, son of A. Sloane, the well-known florist in Davis square, Somerville, is located with Company 4, 1st Training Battalion, Medical Corps, at Camp Greenleaf, Georgia.

# CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

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### HEMEROCALLIS

Strong Divisions, Flava, Kawanso fl. pl., Orangeman, Thunbergii, Florham, Apricot, etc., \$4.00 per 100, \$35.00 per 1000. Cash. PALISADES NURSERIES, INC., Sparkill, N. Y.

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### WIRE WORK

WILLIAM E. HEILSCHER'S WIRE WORKS, 264 Randolph St., Detroit, Mich.

## Horticultural Books

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HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D Smith .....	\$0.50
The Chrysanthemum. Herrington .....	.50
Commercial Carnation Culture. Dick .....	1.50
Commercial Rose Culture. Holmes .....	1.50
Violet Culture. Galloway .....	1.50
Greenhouse Construction. Taft .....	1.50
Sweet Peas up to Date. Kerr .....	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kalns .....	1.50
Plant Pruning. Kalns .....	1.50
Book of Garden Plans. Hamblin .....	2.00
Landscape Design. Hubbard .....	6.00
The Art of Outdoor Rose Growing. Thomas .....	6.00
The Home Vegetable Garden. Krumm .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose .....	1.00
Principles of Floriculture. E. A. White .....	1.75
Foundations of American Grape Culture. Munson .....	2.00
Plant Materials of Decorative Gardening. Trelease .....	1.00
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Bailey's Cyclopedia of Horticulture, 6 volumes .....	36.00



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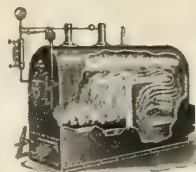




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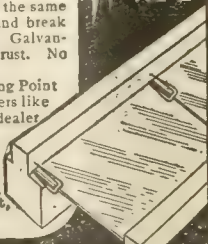
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Lecturer on Horticulture, Columbia University

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# HORTICULTURE

Vol. XXVIII

SEPTEMBER 28, 1918

No. 13



**Rock Garden at Franklin, Mass.**

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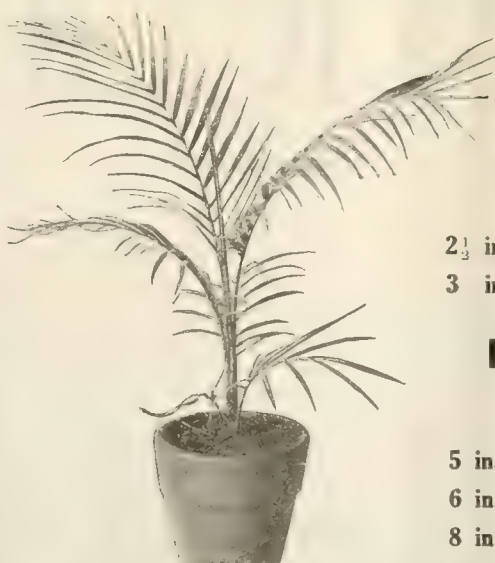
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
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Nephrolepis Harrisii, 8-inch, \$1.50 each. Nephrolepis Muscosa and Smithii, 5-inch, 75c. each.

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**Translation and Pronunciation of Latin Names** In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

**Class Articles** Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

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# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

It has been arranged that our magazine advertising for the season now opening shall begin with a page, in two colors, in the November Metropolitan, which is on sale everywhere on October 14. This page will feature Chrysanthemums particularly, and it is expected, will stimulate a demand for these flowers, which is highly to be desired, in view of the tremendous supply in sight. When, at the opening of the year, florists began to realize that fuel consumption for the next season was to be restricted, many reasoned that Chrysanthemums would be the best crop to close with in houses that must assuredly go out of operation until the fuel situation should become less acute, consequently we are confronted with the problem of moving an unprecedented crop. Hence our committees decided to give special publicity to this product.

A plan covering eight other advertisements in various magazines, featuring largely Thanksgiving and Christmas, and including a full-page Christmas advertisement in the Saturday Evening Post, is practically settled upon, and will be put into operation, the funds at the disposal of the committees determining, of course, the extent to which the plan is to be followed.

And here we may say again that the committees are still short of the amount urgently required to enable them to attain fully the objects of the Campaign. There are hundreds of florists who have as yet contributed nothing to our fund, and yet are reaping some of the benefits arising from our work. Step by step the details of our Campaign have been described in our trade papers, at meetings of our trade bodies, and in other ways, therefore it can hardly be imagined that anyone is not fully acquainted with our objects. There is no holding back on the part of the committees. Every penny coming in is invested in publicity work, nothing is wasted, and we are actually getting also publicity that money could not buy. But our efforts must not be intermittent, they

must be constant. That is why we are appealing to those who have not subscribed to help us to complete our fund, and thus benefit the trade the country over.

Our Promotion Bureau has arranged for a further supply of the handsome glass signs carrying our slogan "Say it with flowers," but owing to the increase in cost we have been obliged to advance the price to \$2.00 each, which price barely covers the actual expense of sign and delivery charges. This sign is a business-bringer, and properly displayed silently conveys a message which, in these times, is most suggestive.

To enable florists who use newspaper space for their announcements to make direct connection with our magazine advertising our Promotion Bureau has in course of preparation a series of electrotypes featuring the national advertisements and requiring only the insertion of a local florist's own name and address, and proofs of same will shortly be available.

The use of our "stickers," transfer signs, and slides for use in moving picture houses, should now be seasonable, and any florist who has not received particulars of same is invited to write us for information. All these helps serve to make the magazine advertisements more effective and to direct results to local establishments.

JOHN YOUNG, Secy.

## THE PROPOSED OFFICIAL BULLETIN.

Under an order emanating from the War Industries Board the Society will not be allowed to establish any publication during the period of the war. The chief of the Pulp and Paper Section, Thomas E. Donnelley, states, in reply to a letter addressed to him explanatory of the Bulletin which the Society, at the St. Louis Convention, directed should be published to serve as the official organ of our organization

"This section of the War Industries Board has ruled that no new publication may be established during the period of the war. It would be admittedly unfair for us to request established publishers to cut their consumption of paper for the various publications and permit a new publi-

cation to be published unless it were definitely shown to be a war necessity.

We must ask you therefore, to give up your project of publishing a society organ during the period of the war."

## FLOWERS AND PUBLICITY

How many florists are using our slogan "Say it with Flowers" and getting maximum results? The many uses it can be put to is astonishing as it lends itself to everything. For instance, this simple message in newspapers, "For her Birthday, Say it with Flowers" your name and address underneath, or "For the Anniversary. Say it with Flowers", name and address of the Advertiser. The hundred and one uses it can be put to makes our slogan an invaluable asset to those florists who continually use it.

We find the advertising specialties such as calendars, blotters, pencils, etc. also fitted for the adoption of the slogan which all help in the general use. Another fine method of its use is the co-operation of florists generally in their own cities and towns in raising a fund for their own use and simply advertising "Say it with Flowers", no name being used, but the repeated use of the slogan on bill-board, car-cards, or newspapers would have an unusual effect in the sale of more flowers. It would be an ideal way of advertising and would create widespread publicity on account of its simpleness of character but high minded ideal.

Try it out whenever possible and watch the results.

HENRY PENN, Chairman.  
National Publicity Campaign

Worcester, Mass.—H. F. A. Lange is enjoying a specially active call this fall for plant boxes for window decoration, ivies, Boston ferns and other good indoor foliage plants and this together with the lively demand for flowers for many purposes connected with war exigencies make a very encouraging outlook for the coming season, which it is to be hoped will fully materialize.



# HORTICULTURE

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SEPTEMBER 28, 1918

NO. 13

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**HORTICULTURE PUBLISHING CO.**  
147 Summer Street, Boston, Mass.

WM. J. STEWART, Editor and Manager  
Telephone, Beach 292

## ADVERTISING RATES:

Per inch, 30 inches to page..... \$1.25  
Discount on Contracts for consecutive insertions, as follows:  
One month (4 times), 5 per cent.; three months (13 times), 10 per cent.; six months (26 times), 20 per cent.; one year (52 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

## SUBSCRIPTION RATES:

One Year, in advance, \$1.00; To Foreign Countries, \$2.00; To Canada, \$1.50.

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

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A cablegram from London announces Holland bulbs that Holland bulbs for this country shipped via London were forwarded by steamer which sailed from that port several days ago. They are due to arrive in New York within the next week.

The most active and courageous class among the horticultural people at the present time appears to be the retail flower store folk, particularly those interested in F. T. D. promotion. Other sections of the

trade are influenced more or less by existing conditions, which divert public support or in various ways make the normal prosecution of business difficult, or unprofitable. Judging from what we see and hear, we look forward for a particularly lively affair at Cleveland next month on the occasion of the Telegraph Delivery Association's meeting. There are plenty of topics of importance, plenty of problems to come under consideration at that meeting other than the mere delivering of flower orders in remote places by telegraphic orders. We are glad to recognize the interest being taken and the zealous preparations that are being made in advance. It should be widely noted that all retail florists whether members or not members of the F. T. D. A. are invited to this meeting.

## Cheering progress

The editorial from the *Boston Traveler*, "A Sweet Odor in France," which we are pleased to reproduce in this issue of HORTICULTURE is a most felicitous and inspiring expression of the change of feeling which has gone over the whole country in the time since HORTICULTURE made bold to voice the first word of protest against the assaults upon the flower business as an unnecessary and dispensable luxury, with which the daily press at one time teemed, and the florist was filled with alarm. The propaganda in vindication of "God's visiting cards" once started, and zealously pushed forward by the S. A. F. and its co-workers, organized and individual, has resulted in a popular awakening and endorsement which the influential daily press is not slow to reflect and encourage. The time has happily come when none but a coarse and soulless brute will dare to raise his voice against flowers as "non-essentials," in public, as was all too common a habit a couple of years ago. The people have taken "second thought" and HORTICULTURE is glad.

## Importation of nursery stock

Modification of the proposed regulations governing the importation of nursery stock, plants and seeds into the United States, to take effect June 1st, 1919, as recently submitted by the Federal Horticultural Board HORTICULTURE understands is now likely to be made. Acting upon the suggestion made in our issue of last week, when we called the attention of our readers to the hardship and serious loss to those engaged in horticultural industry which would surely follow the application of the proposed drastic action, many of our readers we learn have already made protest against it. Those who have not yet done so, should at once make their views known to the Federal Horticultural Board, Department of Agriculture, Washington, D. C. At the present time it is almost impossible to import nursery stock or plants from Europe and we see little likelihood of conditions improving between now and June 1st, and while we feel that most of the material now imported could and should be produced here, sufficient time should be allowed our growers after peace has been re-established to enable them to obtain from Europe the stock necessary to start the propagation here of plants which are to be excluded. Recent letters from Europe bring the information that on account of war conditions growers there have at present little or no stock suitable for export. In view of these conditions HORTICULTURE maintains that sufficient time—certainly not less than three years after the restoration of peace—should be allowed before the proposed embargo is enforced.

### THE IMPORTANCE OF ADVERTISING TO BUSINESS.

No doubt many of you read the address of Mr. Val Fisher, the London publisher, in regard to the importance of building good-will through advertising, of which more has been done in the past four years than was done in forty years previous to the war. He said that over five million British women who never worked before have voluntarily gone to work to fill the places of men at the front. Hundreds of our women are working in factories making T. N. T.—a work that ruins the hair and turns the skin yellow, thus sacrificing their beauty for the rest of their lives for the sake of Britain and Freedom. We have only one business in England and that is to win the war. We are all concentrated on that one thing, even to our boys and girls.

You would think under such conditions with as many men in active service in proportion to the population as you would have here if you had eighteen million men in uniform that retail business would be bound to be bad, and yet business is wonderfully good. You American business men are now in much the same position as were the British men at the end of their first year of the war. You are wondering what will be the effect of increasing selective service, you are anticipating restrictions on your business, and I want to tell you some of our experiences so you may profit by them. The department stores usually reflect the state of trade, and during the period of the war, the differences in sales as between the first year and the fourth year show an increase of over 100 per cent. Many of the stores lost business as shown by comparison. Those who curtailed their advertising slumped badly, while Selfridge, who did not skip a single day in their advertising during this entire period, showed an increase of profit from \$573,000 the first year to \$1,125,000 the third year. "Also," says Mr. Fisher, "manufacturers who have not a dollar's worth of merchandise to sell and whose entire plants are working on Government work are keeping their advertising before the public so as not to forfeit or sacrifice their good-will, or have their products forgotten. And so they continue their advertising, continue building good-will, so that when the war does end, their products will still remain a fixture in the people's mind.

Just so with our florists who have the vision of the three P's. Push, Perseverance and Progressiveness to keep right on until Uncle Sam calls

you, doing all possible to create good-will by the quality of your products and making new customers by the tone of your advertising thereby taking all advantages of the new conditions occasioned by the increased earnings of the new classes of flower buyers.

Those who were leaders in the past may be surpassed by others in the future, due to the new methods now necessary owing to such changing conditions as are now being met by us all. And the florists as well as all others concerned who are quick and keen to note these changes and who will fit themselves to the times, will be the benefactors when it is all over and the boys come marching home.

So don't think of curtailing your advertising appropriation or lower your standards of business ethics, but keep it right up to 100 per cent efficiency, and it will work for you until you shall have retired, and when we have won the war, and win we will, the benefits accrued during this entire trying period will repay you for the efforts given.

Yours for the Fourth Liberty Loan,

HENRY PENN,

Chairman, National Publicity Campaign.

### FERTILIZER AND MANURE FOR 1919.

Everything indicates that fertilizer, manure and labor next year will be scarcer than ever. The farmers of Camden County, N. J., will sow eight tons of Vetch seed this season for cover crop soil improvement. They use 20 pounds of Hairy Vetch seed and one bushel of rye per acre. Crimson Clover is good, but it frequently fails. Rye and Vetch are reliable, the mixture may be sowed during the next two weeks, and, if it is allowed to stand until the first of May, it will wonderfully improve the soil by adding immense quantities of nitrogen and green material. In October and November, the rye alone may be sowed at every opportunity, using 6 to 8 pecks of seed per acre. The fertilizing value of the seed itself is worth half the cost of the seed. The resulting soil improvement value from cover crops will aid in greater production per acre next season.—*Market Growers' Journal*.

Hackensack, N. J.—August Wuffman, a prominent florist and well known resident of Hackensack, has been arrested by federal agents. Mr. Wuffman's arrest has caused widespread discussion in Hackensack. The federal agents did not make known the cause of the arrest.

### A SWEET ODOR IN FRANCE.

While waiting at a French railway station for a detachment of troops to arrive, Lt. Robert H. Weitknecht had a delightful little adventure. After walking through the dimly-lighted waiting room, he caught suddenly a sweet and fragrant odor.

"Unconscious," he writes, "I stopped and looked for the flowers that were the source of this rare fragrance. The woman holding the bouquet noticed my action, and held the flowers up for me to see and smell. I said: 'Tres joli, madam!' and started away, but she stopped me and pressed the bouquet upon me. Then, immediately I got it into my hands, man-like, I felt foolish walking about with a bouquet of flowers. But I wouldn't have disappointed that simple but friendly French woman for anything, so I carried it around a corner and put it in a safe place until my work of the evening should be done—all the time being very thankful for the dim light of the waiting room.

"A half-hour later, close to midnight, when I was ready to go home, I recovered my flowers and now they are on my mantelpiece. It is a bouquet of old-fashioned garden flowers, and in it are peonies, wall flowers, pinks, forget-me-nots and pansies—the little, long-stemmed kind. The colors are pink, white and purple mostly, with little touches of dark-lined velvet of the pansies and scattered dots of sky-blue of the forget-me-nots.

"It is the pinks that give off the seductive and satisfying odor—pinks, you know them, don't you? old-fashioned carnations, they are white."

Lovers of flowers are not surprised at the number of stories that come to us from the front describing the part played by flowers in brightening the lives of those who are so close to death. The beauty and fragrance of the flowers seem to give new life to those who are heavy-laden and weary.

Another soldier wrote: "I saw a few wind-flowers the other day, and a vast meadow full of kingcups, and that was enough to make me happy for weeks."

In the face of all this it is hard to understand how anyone can say those engaged in the raising and distributing of flowers are in a non-essential industry.

The beauty and fragrance of flowers give strength to the spirit, lighten the heavy hand of sorrow, and those who supply the world with them at this time are benefactors and deserve the praise of their fellows.—*Boston Traveller*, Sept. 24, 1918.



## CLUBS AND SOCIETIES

### LANCASTER COUNTY FLORISTS' ASSOCIATION.

Through the courtesy of Willis B. Girvin of Leola, Pa., the September meeting was held on his veranda Thursday, Sept. 19th, with a goodly attendance of members and with S. S. Pennock of Philadelphia, and James Brown of Coatsville as visitors. A letter of invitation to the Vincent Dahlia farms was read but owing to labor and other conditions it was deemed best to omit this trip as a club affair this season.

The programme was a discussion opened by B. F. Barr with a paper entitled "How to make both ends meet." The paper was discussed by different members of the Club. Harry Rohrer said that we certainly should watch our expenses closer than most of us do and that we should take advantage of every possible side line that we could work in so that the end of the season would find us with a margin of profit. Mr. Pennock said that the curtailment of shipments in times of a glut would help the market if it could be carried out so that each grower would share his part of the burden. He also said that on account of a number of florists intending to run their places this fall until chrysanthemums were over, the fall would probably find a rather over-supplied market, but many of these places would then close down and he believed that the season would average up good. He fully agreed with Mr. Barr and others that florists should keep more records of cost and returns, instead of depending on their bank account to show whether they had made money or not. Speaking of the business in general he said it is anything but a non-essential and that the French people consider the use of flowers right now as more important than ever before and that the French government recognizes the importance of flowers as a means of keeping up the spirits and the morale of its people. Fred Ritchy said that he saw a piece in the Ladies' Home Journal that advised people not to buy flowers but to put that money into Liberty Bonds or War Savings Stamps and that he could not understand why this business should be singled out for such articles when there were other things much less needed than flowers.

Mr. Barr further said that while his remarks applied principally to their own establishments, that he had looked

up the advertisements in the trade papers and finds that there has not been an increase of 5 per cent in the wholesale prices of stock advertised in 1918 over those of 1916 and this was not enough as the increased cost of production was over 40 per cent. The number of failures in this line of business does not help our standing as a business either with our bankers or the government and the only way to avoid this is to keep such accounts so that we know where we are losing money.

After a vote of thanks to the host, Mr. Girvin, the meeting adjourned to meet in the Chamber of Commerce rooms the third Thursday of October.

The Ladies Auxiliary had a meeting at the same time and the same place with a 98 per cent attendance so that we can expect some doings the coming winter.

After the meeting home grown apples, peaches, plums and grapes were served and their appearance and quality demonstrated that Leola is a good fruit producing section. Previous to the meeting an inspection was made of the greenhouses where carnations are the principle feature with only three varieties in evidence, Matchless, Supreme, and Mrs. C. W. Ward. Three houses of roses are being grown and have proved a profitable investment. He is especially impressed with the new Columbia and has one house that will be run cold until spring; in this he has planted Kaiserin and Killarney. He also has a number of houses to chrysanthemums that will be matured and the houses run cool for the balance of the season. In addition to the greenhouses there is a model Lancaster County Farm with a varied line of products, all paying better now than the greenhouse output. Twenty acres of tobacco are being cut and stored for curing.

ALBERT M. HERR.

### WISCONSIN STATE FLORISTS' ASSOCIATION.

The florists of Wisconsin have organized the State Florists' Association under very promising auspices. The following officers have been elected: President, C. C. Pollworth, Milwaukee; vice-president, J. E. Mathewson, Sheboygan; secretary, H. J. Seel, Milwaukee; treasurer, Gustav Rush, Milwaukee; directors, Richard Haentze, Fond du Lac; F. Rentschler, Madison; Wm. Zimmerman, Milwaukee.

### AMERICAN DAHLIA SOCIETY.

Annual Address of President R. Vincent, Jr., at New York.

My friends, members and co-workers of the American Dahlia Society:

By the kind hand of Providence we meet here again in our annual session, and while the year has had its trials and strenuous ones, it is my pleasure as President to have the privilege of welcoming you here at this our fourth annual meeting. The secretary's report will show you of our continuous success and the interest being taken in the Society, and a fairly good increase in membership. The treasurer reports our finances in good condition, so with your help and assistance, we may look forward to continuous prosperity.

This year has not been without its lessons, both in the cultivation of the old and new varieties, and also in the uses to which the dahlia flower can be put, and we want the slogan of our mother Society, the S. A. F. & O. H. kept up,—“Say it with flowers,” and “Dahlia flowers whenever in season”—as the dahlia has come to be regarded as a flower of quality when grown in its fullest perfection, and we know that it will always repay for all the care and attention that can possibly be given it.

### The Secretaryship.

Much has been said and written regarding our loss by the death of our beloved secretary, J. Harrison Dick. He came into our society just at the time when an able hand was needed to steer our enterprise. Although not strong physically, and burdened with other duties, he consented through friendship and love of the work to help and assist us, the American Dahlia Society, in our efforts to make good. The sympathy of our Society and others has been expressed to his widow and child and it is our earnest wish that they may never lack for friends. It has been suggested and sanctioned by our Executive Committee, and I sincerely hope it will be carried out, that the best new dahlia of 1918 'origin, if agreeable to the introducer, when selected by the judges be named after our late secretary, as an honorable recognition of his worth and work for horticulture, and my sincere hope is that it will be a good commercial variety that will perpetuate his name for many years to come.



Shortly after the death of Mr. Dick the Executive Committee met in New York and several names were proposed for secretary, and our present one, Jasper R. Lewis, was selected and requested to finish Mr. Dick's unexpired term which he agreed to do, compensation, etc., left until the annual meeting. Mr. Lewis has ably filled the position to the satisfaction of all concerned as the result shows, as he has handled successfully the many difficult and different matters left in his hands, and no matter who you may elect as your presiding officer for the coming year, I certainly would like to see Mr. Lewis retained, as I know he is trustworthy and competent to fill the position.

#### California and other Societies

To our California members and friends we owe a debt of gratitude that is hard to express as they have been of great assistance to us both in membership and co-operation. As we do not all live on the Pacific Coast, but in other sections where conditions are not adapted to growing dahlias, we cannot help but envy our friends living in a climate that gives them such a wonderful growing season. Our earnest desire is that their Society may continue to thrive and their splendid seedlings may always be worthy of the high praise they are now receiving everywhere. The Toronto (Canada) Society is surging along and every year shows increasing interest. Culture and observation will show the varieties best adapted to their northern climate. We wish them success and are willing to help them in any way possible, and we thank them for the silver and bronze medal their Society offered us this season. To the various Garden Clubs and like organizations, we extend our deepest desire for their success and co-operation, and anything that the officers of our Society can do either as judges or in any way for the promotion and love of the flower and growing of same, will be done. The New Haven and Boston Horticultural Societies had exhibits fully up to the standards of any former displays, and the vegetables shown at the same time made both exhibits useful and educational.

#### Flowers and Their Mission.

A great deal has been written and said about the flowers being non-essential and superfluous since our entry into the World War. Most of these articles are by writers who have never understood the full mission of flowers to our homes and hospitals, where our loved ones are lying sick and wounded. Great Britain and

other countries have advocated the growing and use of flowers for the above purposes, and we think that American flower lovers and growers are advocating these flower shows at this time believing that with all the cruelty of war something is needed to brighten life and make it more like living, and many sore hearts are finding solace and quiet recreation in their gardens, more than they can in any other way. Let the cultivation of flowers go on; do your bit, read of them, plant them, grow them, show them, and get others interested in a like work. Something has also been said about using the land for flowers that might be used for food purposes. That might be true if land were scarce, but in this wonderful country of ours there are yet millions of acres of land uncultivated, enough to spare to grow all the vegetables all the world might need. Why then begrudge a small portion of the land or time for the flower garden?

#### American Institute.

We are greatly indebted to the American Institute, its officers and their worthy secretary, Mr. Eagleston, for their kindness and co-operation in every way possible towards making this exhibition the grand success it is this year and in the past years that we have exhibited here under their auspices, and I believe that I express the sentiments of every member of the Dahlia Society when I say that in this period of our history we are more than thankful for their kind help, and our earnest wish is that they may never tire of well-doing in having these wonderful shows which are undoubtedly beneficial to mankind. I am also indebted to our executive committee and others for their kind assistance throughout the past year.

#### Communion and Fellowship.

I am proud to be your presiding officer again this year. Let us come together during this meeting to the material benefit of ourselves and all mankind, so that when we leave this wonderful city we may return home rejoicing in the knowledge gained, the friendships renewed and the new ones made, which will cement us in stronger bonds to the end of our lives. Generosity of thought and action is an attitude of the florist, because we live close to nature, and no body of men and women anywhere stands more ready to extend a helping hand to a brother or sister in trouble. We become more broad-minded as we mingle with the world, more united for progress and the general distribution of our discoveries in order that our fellow tradesmen may be

benefited. Let us strive to increase the use of flowers universally not only for our own selfish or money making purposes, but for the elevation of mankind. Neither should we confine our efforts to our country but let us make use of them freely whenever we can extend our cult from country to country the world over, in the endeavor to bring the peace and good will which will ultimately reign throughout the world and bring us into one brotherhood of communion and fellowship.

#### SOCIETY OF AMERICAN FLORISTS

##### Department of Plant Registration

Public notice is hereby given that F. W. Fletcher, of Auburndale, Mass., and Orlando, Fla., submits for registration the new *Asparagus* here mentioned

*Asparagus Fletcherii* (densifolius). A variation (seedling) of *Asparagus Sprengerii*. It varies in the shorter, more compact and much heavier foliage, four sprays being equal to twelve of *Sprengerii*. It is especially seen to be an improvement when used as a foundation for sprays, and as a basket plant. Tested five years and proved to come true from seed.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

JOHN YOUNG, Secy.

1170 Broadway, New York, Sept. 21, 1918.

## Do You Know What You Want?

Look in the "Buyers' Directory" of this issue and you will probably find represented there somebody who can supply you. It's a good plan to look it over every week, for the weekly changes and additions are many.

**SEE?**



### THE EFFECT OF SOLDIERS' AND SAILORS' CIVIL RIGHTS ACT.

There appears to be but little accurate information among business men as to the Soldiers' and Sailors' Civil Rights Act, which is the law passed by Congress to prevent the bringing of suits and actions against men in the army and navy, in any way which would make their absence a detriment to them. This is already affecting large numbers of business houses and with the millions more men certain to be under arms in the next few months, this law is destined to be of great importance. That it is really important already may be seen from the fact that one of my clients, a wholesaler, encountered it five times in one week in trying to collect delinquent accounts.

This law is in force for the period of the war, and to quote from its own terms, it is for this purpose: "Protection is hereby extended to persons in military service of the United States, in order to prevent prejudice or injury to their civil rights during their term of service, and to enable them to devote their entire energy to the military needs of the nation, and to this end the following provisions are made for the temporary suspension of legal proceedings and transactions which may prejudice the civil rights of persons in such service during the continuance of the present war."

In a nutshell, the act puts creditors where they cannot take snap judgment against a man who owes them an account, if that man is in the army or navy. This is so in the case of any business transaction, including transactions where fixtures and such things are bought on installments. The justice of the law is not debatable, but creditors are going to find it a good deal of a nuisance, no doubt.

This law applies to every court in the United States, even justices of the peace, aldermen or magistrates' courts. Its provisions, so far as they are germane to this article, I briefly summarize as follows:—

If you sue a defendant to recover an account, or for any other purpose, and he doesn't appear, you could ordinarily get judgment by default. Now, before you can do that, you must file an affidavit either that he is not in the military service, or that you don't know whether he is or not. If he is in the military service, you can't get judgment without the court's permission, and permission may not be granted. It will not be granted in any event until the court has first appointed an attorney to represent the defendant and has, if thought neces-

sary, made you put up a bond to reimburse the absent defendant from any damages he may suffer from your judgment, if you are granted leave to take judgment and the judgment is set aside after he comes home.

If it wasn't for this provision a creditor could have started his suit against a man in the army or navy, served the paper at the debtor's home and in time gotten judgment by default and levied on anything he could find belonging to him.

If any judgment is rendered against any man in military service, and it appears that he was prevented or hindered in making his defense by his absence on military service, the judgment can be opened any time up to ninety days after he leaves the service, and he will then be allowed to make his defense, provided he can show he has one.

This means that no judgment will be safe against anybody in the military service, up to a date ninety days after he leaves, until he has come into court and defended at the time.

The court can stop proceedings against a person in military service, at any stage, provided it appears that his being engaged in military draft is hampering him in any way. This is left in the absolute discretion of the court, and is a most radical provision.

Suppose you have a running contract of some sort with a customer who is called in military service, and ordinarily, if he broke it, you could collect damages, either damages specified in the contract, or damages you could show you had suffered. If the court stops your proceeding, you cannot collect any damages from then on, even if the proceeding is suspended for five years. Also, if somebody who has entered into such a contract is compelled to default on it because he was called into service, you cannot collect damages from him by reason of such default, if the court thinks collecting damages is unfair, as it probably will.

If you have issued an attachment or have garnished the property or wages of a man in the service, the court can set the attachment aside. If you can show the court that being in the service has no effect on the defendant's ability to pay, you may induce the court not to set the attachment aside, but in the average case this will not be easy.

All the stays and stops referred to above can be made for the full period of the war and three months thereafter, the latter period being provided to allow the debtor to get on his feet again.

This law contains some special provisions regarding the installment contracts by which so many fixtures and business appliances are sold nowadays. It is provided that no concern which has sold something on installments, or on the usual lease or property note, and has collected a deposit or installment on it can—if the buyer defaults on his payments—step in and either seize it or take legal proceedings against the buyer. Any seller who violates this provision can be fined \$1,000 or sent to prison. In addition, the court can compel him to refund all installments which have been paid, or it may stay the whole case. Of course, if it can be shown that the military service of the buyer is not interfering with the case in any way, the court may refuse to interfere, but I say again the courts are going to take the position that they must be very clearly shown before they deny persons in military service the protection given them by this act.

Other provisions of this act, not important to the readers of this article, extend similar protection against foreclosing either real estate or chattel mortgages, or taking summary proceedings for unpaid rent, or cancelling life insurance policies for non-payment of premiums, or selling real estate for non-payment of taxes.

(Copyright, June, 1918, by Elton J. Buckley.)

### CINCINNATI.

C. E. Critchell's store was burglarized on Friday last. The burglars have been arrested and have confessed to the stealing of ribbons and other supplies.

Robert Warren Hardesty, son of Mr. and Mrs. Thos. Hardesty of Ft. Thomas, was killed in an auto smash-up on Saturday when a machine in which he was riding was hit by a train. His parents have the sympathy of their friends in the trade in their bereavement.

## THE HORTICULTURAL CATALOG

A MONTHLY MAGAZINE FOR  
WESTERN NURSERYMEN  
FLORISTS, SEEDSMEN

Contains alphabetical listings of  
available surplus stock, etc.  
\$1.00 per year. Foreign \$1.50

THE HORTICULTURAL CATALOG  
LOS ANGELES, CALIFORNIA



## FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

At the F. T. D. meeting in Detroit Sam Seligman originated the idea of giving a prize for window decorations demonstrating to the public to the best advantage the service rendered by the Florists' Telegraph Delivery Association. This competition was left open to all retailers in the town where our F. T. D. meeting is to be held, and a great deal of good came out of this display at the different flower shows in Detroit. The idea worked out so good that the Kennicott Bros. Co. offered a first prize of \$100.00 in cash to the best window. Chas. H. Grakelow offered a silver loving cup as second prize, and Sam Seligman's \$25.00 was to be the third prize.

This seems very encouraging and I am sure that the Cleveland florists, and not the F. T. D. members alone but all retail florists have something worth while going after.

ALBERT POCHELON, Secy. F. T. D.

### MORE F. T. D.'ISM.

Our meeting at Cleveland October 8th ought to merit the largest attendance we have ever had due to the war and conditions occasioned by the war. The shipping conditions which are so unreliable due to the congestion of rail traffic, must be met with, and how much may we be thankful to the F. T. D. and its organization in being able to transmit our orders from one to another with the fullest confidence of their being properly filled.

Nowadays this means much. Having the confidence of 600 members located all over the United States and Canada and feeling that any order taken will be carried out to the fullest detail as though it were done in your shop. And all this in a few short years, brought about in a most interesting manner by the leaders who have the foresight and spirit or co-operation to help one another and who met from time to time and learned to appreciate each other's efforts so that they gave the best that was in them not only to merit the business but also the friendship.

It was at these conventions where everyone present entered into the spirit of all for one and one for all that brought the success of the F. T. D. to its proper level, and take it from me, boys, when you meet the bunch at Cleveland you will meet the livest

crowd connected with the flower business. From the moment our president, Bill Gude takes the gavel to open the meeting up to the time our Secretary Pochelon says meeting adjourned will be found inspiration and instruction for still further co-operation.

Now what has brought about the success of the F. T. D.? One of the most important things I know of is the SERVICE rendered by the members. By that I mean, that if one member transmits an order to another, there has never been a time, that if the order did not go through right, but what the member who received the order was ready to make good and send another, gratis, with the proper explanation so that the good-will was held by all parties concerned, customer, sender and receiver of the order. This means much to those who are members to know that there is dependability, and should warrant the making of more members for our association.

This get-together spirit once a year by our members cements a friendship that is lasting and is worth more than all else, for the price of fellowship is not purchasable and only by personal contact can it be brought about. So that for a retailer who can attend our F. T. D. gathering there is a real treat in store both from a friendship as well as instructive standpoint.

So here's a success to the next F. T. D. meeting at Cleveland where abound some of the liveliest wires in the business and from whom we can gather and learn how to "Say it with Flowers."

Yours for the Fourth Liberty Loan,  
HENRY PENN.

## Visitors' Register

New York—Patrick Welch, Boston, Mass.; R. Vincent, Jr., Whitmarsh, Md.

Rochester, N. Y.—Prof. C. S. Sargent, Boston, Mass.; Charles L. Hutchinson, Chicago, Ill.

Philadelphia—A. Lee Don and David Don, of Weeber & Don, and Norman Serphos, N. Y. City.

Philadelphia—Wm. F. Gude, Ernest

## BOBBINK & ATKINS

NURSEYMEN, FLORISTS, PLANTERS  
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We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

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Fruit and Ornamental Trees, Shrubs, Small Fruits, Clematis, Evergreens and Roses.

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## HOLLAND NURSERIES

BEST HARDY RHODODENDRONS, AZALEAS, CONIFERS, CLEMATIS, H. P. ROSES, SHRUBS AND HERBACEOUS PLANTS.

P. OUWERKERK, 216 June Street, Weehawken Heights, N. J.

## CHRYSANTHEMUM SPECIALISTS

ELMER D. SMITH & CO.  
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## FERNS

Bench grown stock ready for six and eight inch pots—price 35c. and 50c.—varieties BOSTONS, ROOSEVELTS, WHITMANII and TEDDY, JR.

H. H. BARROWS, Whitman, Mass.

## CHARLES H. TOTTY

CHRYSANTHEMUMS  
MADISON, N. J.

Gude, Granville Gude and George W. Hess, Washington, D. C.; Percy Rigby, S. S. Pennock Co., New York City; H. K. Rohrer, Lancaster, Pa.

Chicago—A. R. Lidiger, Milwaukee, Wis.; August Albert, with H. W. Buckbee, Rockford, Ill.; Mrs. Baumgarten, Milwaukee, Wis.; Geo. W. Jacobs, Canton; Mr. and Mrs. A. Kinyon, South Bend, Ind.

Washington—C. B. Knickman, McHutchison & Co., New York; Joseph J. Goudy, Phila., Pa.; Fred H. Clasen, St. Louis, Mo.; A. L. Miller, Jamaica, N. Y.; Paul Berkowitz, Phila.; F. J. Michell, Phila., Pa.

Cleveland, O.—R. E. Blackshaw, of the Ove Knatt Co., Inc., La Porte, Ind.; A. M. Hansan, of the A. L. Randall Co., Chicago; Martin Reukauf, of Bayersdorfers, Philadelphia; John Nicholson, of The E. C. Amling Co., Chicago; Michael Bloy, Detroit, Mich.; Louis Overlynder and wife, of Lodi, O.



## HOW TO MAKE BOTH ENDS MEET

A Paper Read Before the Lancaster County Florists' Association by B. F. Barr.

Those who read Mr. Totty's call for volunteers on the subject of production-cost, as a means of educating the grower as well as the retailer to the prices he should have for his products in order to put his business on a proper plane as a commercial enterprise will realize that unless we can meet existing conditions without sacrificing the things that rightfully belong to us, and at the same time contribute our share towards winning the war, we surely cannot term our business as essential. This is a matter of utmost importance and one that must be worked out individually, as every florist has different conditions which enter into the cost of production. Some of us, too, are probably more successful than others. The principal problem, however, is how to govern prices on our product in order to make both ends meet.

Every successful enterprise bases its selling price on the cost of production, distribution, sales, overhead or any other division of expenses that may accrue, and until we do this we have no way of knowing whether we are going forward or backward. True, the market is glutted at times, usually due to climatic conditions, and stock is sold below cost in order to move it, but this is a great mistake. How much better it would be to send this surplus to our hospitals or cantonments than to flood the markets and drive prices downwards. I have reference particularly to those who ship flowers on commission. Whenever the commission house has an oversupply the price tumbles because they are obliged to move the stock and get what they can out of it for the benefit of the shipper.

You have all noticed how prices advance when stock is scarce. Why not keep it scarce until prices rise to where they belong? I feel quite sure that if producers knew their costs, their products would be selling at very much higher prices than they are today. It seems very foolish indeed to continue selling at former prices in the face of the rising costs encountered. In the long run one does not sell much more stock at a cheap price than at a profitable price. People are accustomed today to high cost and unless we can advance our prices in comparison with the cost of production we had better get in some other line of business.

We all know that the cost of labor is double what it was last year and as this item is 50 to 60 per cent of our expense account against 28 to 30 per

cent of last year, it is easy to figure what we should have for our product at the present time. From our own expense accounts tabulated monthly in comparison with last year's accounts I am thoroughly convinced that the cost of production is 30 to 40 per cent higher than last year. We keep an accurate itemized monthly record of all expenses and take them into account in fixing our selling prices, instead of attempting to meet our competitors' prices and would rather take a chance on losing a little business than losing money in doing it. In comparing nursery lists from the different sections I find the big houses have advanced their prices 25 per cent over those of one year ago and in some cases even higher.

Whether the florists' business is 50 or 100 per cent essential depends largely on ourselves. If we cannot make a reasonable margin on our goods we certainly cannot contribute to the winning of the war, which is after all the most important business of today. Watch your expense account and base your selling price on the cost or on the same margin of profit you had two years ago, which was then as you all know entirely too small.

### PHILADELPHIA.

Seventeen of the "Old Guards" spent the week-end with Mr. Westcott at Waretown, Sept. 20 to 23.

Lansdown will hold its annual Fall Flower Show on the 5th of October, Saturday, 4 to 10 p. m., at Twentieth Century Auditorium.

Prof. John A. Macfarlane, director of the botanic garden at the University of Pennsylvania, says of the flower mentioned in our issue three weeks ago as *Bidens laevis* or the Brook Sunflower, that it is known as *Coreopsis trichosperma*, or *Bidens trichospermum*, or the golden bur weed. About this season the entire area for miles around Hog Island is golden over with it, and it is a very rich honey yielding plant. It formerly covered the whole of what is now Hog Island Ship Building Yard and still covers many acres north and south of that site.

### ROCHESTER, N. Y.

Serious damage was done to garden crops by frost last Tuesday night. Corn and potatoes apparently suffered the most. Buckwheat growing on low lands was seriously damaged.

Most of the Rochester florists had a very busy day on Saturday when any amount of asters of all varieties were sold, being the chief flower for

# For Bigger, Better Business

Nothing that you can do will compare with judicious advertising.

## Judicious Advertising

is that which appeals to that class of readers who have need for the goods one has to offer and who are able to pay for the same. Advertising addressed to anybody else is largely ineffective and the bigger the circulation paid for the greater the waste.

If you wish to reach the responsible and desirable people in the Florist, Gardening, Seed and Nursery industries,

## HORTICULTURE

can serve you well. This it has been doing for the past thirteen years, for wise advertisers.

*Are you one of them?*

If not, now is a good time to start something

# For Bigger, Better Business

The Blessing of the Graves held at Holy Sepulcher cemetery on Sunday, September 22nd.

An interesting trophy of the war was received by Horace J. Head from his brother who is with Co. 4 Army service corps, second division train British expeditionary forces. The souvenir was a miniature airplane set on the nose of a German time bomb. All parts of the airplane are made from pieces of death dealing articles.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Seedsman or Seed Merchants.

The article bearing the caption "Seedsman—What Do You Think of This?" in the September 14, 1918, issue of HORTICULTURE has been called to my attention. It is apparent that the author of this article did not comprehend that the classification given in the June 8, 1918 issue of the "Seed Reporter" was not a classification of seedsman as the article states, but "of those engaged in the seed business," which includes merchants selling seed as a side-line, shippers, growers, etc., as well as seedsman. The "seedsman" is only one of the many kinds of business concerns handling seeds. Few people realize the magnitude and complexity of the seed business as conducted today. There is not a large progressive concern, be it a seedsman, manufacturer, or whatnot, that does not attempt to make some classification in its mailing list or in the conduct of its business. The government finds it just as essential to classify concerns for the purpose of mailing out schedules and inquiries and of compiling the data obtained therefrom for publication and distribution to the classes of individuals or concerns who would be most interested in or benefited by the reports.

We recognize that articles occasionally get by the editor of a periodical that would not be approved were it always possible for him to ascertain whether or not the facts in the case have been misrepresented or distorted.

Very truly yours,

W. A. WHEELER.

In Charge Seed Reporting Service,  
U. S. Dept. of Agri.

The item referred to was written for the seed trade—not for a U. S. official. However, since Mr. Wheeler has replied, the only comment that can be made is that his excuse for the waste of good paper was obliterated some thirty years ago when the trade directory was published. He can get a copy of it by applying to HORTICULTURE, price three dollars. The classification therein contained in the consensus of trade opinion and his matter is therefor superfluous for the U. S. to bother with. However, we thank him for his good intentions and trust he will find many more fruitful fields. There are plenty untilled.

G. C. WATSON.

#### Storing Beans in Lime

When storing shelled beans for winter use they can be protected from weevils by placing them in a receptacle with air-slacked lime. About equal parts by weight of lime and beans are used, the lime being sprinkled through the beans in the con-



## SWEET PEAS

Winter flowering Spencer Australian Varieties direct from the Originator.

### FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Calceolaria, Calendula, Cineraria, Cyclamen, Gypsophila Gr. Alba, Mignonette, Pansy, Snapdragon. All selected stock.

**FOTTLER, FISKE, RAWSON CO.**

The Seed Store 12 and 13 Faneuil Hall Sq., Boston

## "Seeds with a Lineage" All Varieties

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue

**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of Commerce Bldg., Boston, Mass.

## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6-9 ft.,	600	\$7.00
" 9-12 ft.,	400	8.50
Prices ex warehouse New York		
Terms—Net cash 30 days.		

**McHUTCHISON & CO.**

95 Chambers St.,

New York

## Freesia Purity

MAMMOTH SIZE

Also 5-8 and up

FREESIA—refracta alba 5-8 inch.  
SWEET WILLIAM—single mixed fine strain.

CYCLAMEN Seed. Finest American grown from the very finest strains.  
Prices on Application

**J. M. THORBURN & CO.**

53 Barclay Street  
Through to 54 Park Place  
NEW YORK CITY

tainer. This will prevent the development of weevils and not injure the beans for food or seed.

Weevil infested beans, peas, breakfast foods, flour or meal should be heated in the oven at 118 to 125 deg. F., which will kill all stages of the insects. They can then be separated from the cereals by sifting and from the sound beans or peas by submerging these in water and skimming off the infested seeds.—T. H. Parks, the Ohio State University.

#### Allotment Association.

That the members present at this annual meeting of the H. T. A. beg to inform the Food Production Department that they are prepared to supply allotment associations on the following terms:—

"10 per cent. discount off printed list prices on all orders for 20 packets or listed quantities of any one variety at one price.

"20 per cent. discount off printed list prices on all orders for 50 packets or listed quantities of any one variety at one price.

"25 per cent. discount off printed list prices on all orders for 100 packets or listed quantities of any one variety at one price.

"And as regards bulk orders, the retail merchants will furnish to allotment societies a special offer of standard varieties of vegetable seeds in bulk which they will supply for orders amounting in the aggregate to £50 and upwards at 15 per cent. above wholesale prices. Packing, carriage and other charges extra."

All transactions under the above conditions shall be for net cash, and all orders must come direct from the official secretary of the allotment association ordering, and should be sent in as early in the season as possible.

The British seed trade has adopted a line of discounts for allotment associations. As this is of interest to the American seed trade in its dealings with farm and garden clubs, etc. we quote same from their trade organ The Nurseryman and Seedsman under date of Sept. 7th, 1918.

#### French Bulbs Due.

We take pleasure in advising our trade that after a great deal of complications, formalities and other encumbrances we were successful in securing the exportation of our French Bulbs from the Port of Marseilles, France. The bulbs have left on a steamer and will arrive in the United States within a very short time.

It gives us great pleasure to be able to notify our clients through this medium that we have been successful in being able to attend to their supplies.

DREYON TEGELAAR & Co.

**STUMPP & WALTER CO.**

**Seeds and Bulbs**

30-32 Barclay Street  
NEW YORK CITY



## IN THE National Capital

At your service to deliver Flowers  
or Designs on Order by Tele-  
graph or otherwise. Prompt  
Reliable Service.

**GEORGE H. COOKE**

Connecticut Ave. and L St.  
WASHINGTON, D. C.

## Of Interest to Retail Florists

### FLOWERS BY TELEGRAPH.

Leading Retail Florists Listed by  
Towns for Ready Reference. Orders  
transferred by telegram or otherwise  
to any of the firms whose address is  
here given will be promptly and prop-  
erly filled and delivered.

Albany, N. Y.—H. G. Eyres, 106 State St.  
Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 New-  
bury St.

Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan  
Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.

Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.

Cleveland, O.—Knobles Bros., 1836 W. 25th  
St.

Cleveland, O.—The Smith & Feters Co.,  
735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643  
Broadway.

Detroit, Mich.—J. Breitmeyer's Sons,  
corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New  
Boston Rd. and 38 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017  
Grand Ave.

New Haven, Conn.—J. N. Champion &  
Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-  
2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison  
Ave., at 48th St.

New York—Dards, N. E. corner 44th St.  
and Madison Ave.

New York—G. E. M. Stumpp, 761 Fifth  
Ave.

New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.

New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.

New York—Max Schling, 785 Fifth Ave.

Providence, R. I.—Johnston Bros., 38  
Dorrance St.

Rochester, N. Y.—J. B. Keller Sons, 25  
Clinton Ave. N.

Established 1874

## DARDS

341 Madison Ave., New York

HELP do YOUR BIT To-day  
By SELLING THRIFT and  
WAR SAVING STAMPS.  
STAND behind THE FOOD  
CONSERVATION LAWS.  
Display prominently PATRI-  
OTIC POSTERS.

DO IT NOW

## JOHN BREITMEYER'S SONS

Cor. Broadway and Gratiot Ave.  
DETROIT, MICH.

**Artistic Designs . . .  
High Grade Cut Blooms**

We cover all Michigan points and good  
sections of Ohio, Indiana and Canada.  
Members Florists' Telegraph Delivery  
Association.



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1214 F ST NW  
WASHINGTON D.C.

**GUDE BROS. CO.**  
WASHINGTON, D. C.

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Orders for NEW YORK.  
Write or Phone to

**MAX SCHLING**

**785 Fifth Ave.**

Best Florists in the States as  
References.

EUROPEAN ORDERS EXECUTED

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**ALBANY, N. Y.**

FLOWER DELIVERIES FOR ALBANY  
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761 Fifth Ave.

**NEW YORK CITY**

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## YOUNG & NUGENT

**42 West 28 Street  
New York**

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## A. T. BUNYARD NEW YORK

413 Madison Ave. at 48th Street  
Also Newport, R. I.

I GUARANTEE SATISFACTION  
MEMBER F. T. D. A.

*Penn  
The  
Florist*

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.**

**BOSTON**

FOR

**KANSAS CITY**

Transfer Your Orders to

**SAMUEL MURRAY**

1017 Grand Avenue

Member Florists' Telegraph Delivery

## DAVID CLARKE'S SONS

Deliver orders from any part of the country to

**New York City**

Write or Telegraph

2139-2141 Broadway, - New York  
Telephone 1552-1553 Columbus

## KOTTMILLER, Florist

426 Madison Ave. and 49th St., New  
York. Also Vanderbilt Hotel

Telephone, Murray Hill 783

Out-of-town Orders Solicited. Location  
Central. Personal Attention.

Member F. T. D. Asso.

**ADAM SEKENGER  
FLORIST**

32 NEWBURY  
STREET, BANGOR, ME.

We Cover all Points in Maine

**Providence, Rhode Island  
Johnston Brothers  
LEADING FLORISTS**

**38 Dorrance Street**

Member Florists' Telegraph Delivery



# CHICAGO Send Your Orders to WILLIAM J. SMYTH

Member Florists' Telegraph  
Delivery Association

Michigan Ave. at 31st Street

Prompt Auto Delivery  
Service

**THOS. F. GALVIN**  
INC.  
**NEW YORK** 561 Fifth Ave.  
Vanderbilt Hotel  
**BOSTON** 1 Park Street  
799 Boylston Street  
Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock. Regular discount to Trade.  
**KNOBLE BROS.**  
1896 W. 25th St., Cleveland, O.  
Member Florists' Telegraph Delivery

**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.

Rochester, N. Y.  
**J. B. KELLER SONS,**  
FLORISTS  
25 Clinton Avenue, N.  
Rochester Phone 306. Long Dist. Bell Phone 2180  
Members Florists' Telegraph Delivery

**S. A. ANDERSON**  
440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
Member Florists' Telegraph Delivery

**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND,** Nahant, Mass.

**WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.  
St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

## F. T. D. NOTES

The Florists' Telegraph Delivery convention to be held in Cleveland at the Hollenden, October 8 and 9, is the chief topic of conversation in trade circles. That the meeting will be a record breaker in attendance is prophesied. The committee in charge has had a number of meetings and plans are well matured for handling the big gathering.

That there will be much rivalry for the F. T. D. window prizes offered by Messrs. Pollworth, Grakelow and Seligman, goes without saying. A special committee has charge of this particular feature.

A novel feature will be a vast display of specimens of publicity used by individual firms for the purpose of study and comparison. Every member having advertising matter that proved especially good as a business getter should exhibit same for the common good.

**NEW FLOWER STORE.**  
Roosevelt, N. Y.—John J. Ruckriegel, 408 Rahway avenue.

**MACNAIR**  
Florist

2 Broad Street, Providence, R. I.

**H. F. A. LANGE**  
WORCESTER, MASS.  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
Association.

**YALE! YALE!**  
And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
Everything First-Class  
**J. N. CHAMPION & CO.**  
1026 Chapel St., New Haven, Conn.

**ST. LOUIS, MO.**

**FRED C. WEBER**  
4326-28 Olive St.

Member Florists' Telegraph Delivery Association  
NOTICE INITIALS. We have one store only

**THE J. M. GASSER COMPANY,**  
**CLEVELAND**  
Euclid Avenue

The Far-Famed Flowers of  
**TORONTO**  
Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.  
**JOHN H. DUNLOP**  
8-10 West Adelaide St. - TORONTO, ONT

ALBANY, N. Y.  
**EYRES**  
Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
106 STATE STREET, ALBANY, N. Y.

**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.  
**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.

**The Park Floral Co.**  
B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.  
Member Florists' Telegraph Delivery  
**DENVER, COLORADO**



Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



## FIELD GROWN CARNATION PLANTS

C. W. WARD ALMA WARD  
ALICE MATCHLESS  
Large, Healthy Plants

\$7.00 Per 100. \$60.00 Per 1000

**THE LEO NIESSEN CO.**

1201 Race Street, PHILADELPHIA, PA.

## TRY Horticulture's Advertisers FIRST

Before Looking Elsewhere

Tell Them You Did So And  
They'll Reciprocate

## EDWARD REID WHOLESALE FLORIST

1619 - 21 Ranstead St., Philadelphia, Pa.  
CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

## CHARLES E. MEEHAN

Wholesale Cut Flowers  
Plants, Greens, etc.

5 So. Mole St., PHILADELPHIA, PA.

## GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

## E. G. HILL CO.

Wholesale Florists

RICHMOND, IND.

please mention Horticulture when writing.

## MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

## ZECH & MANN

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Sept. 26		ST. LOUIS Sept. 23		PHILA. Sept. 23	
Roses						
Am Beauty, Special	40.00	to 60.00	40.00	to 60.00	20.00	to 25.00
" " Fancy and Extra	30.00	to 40.00	25.00	to 30.00	12.00	to 15.00
" " No. 1 and culls	8.00	to 16.00	6.00	to 10.00	8.00	to 10.00
Russell	16.00	to 25.00	4.00	to 15.00	8.00	to 15.00
Hadley	8.00	to 25.00	2.00	to 15.00	4.00	to 10.00
Euler, Mock	8.00	to 22.00	.....	to .....	4.00	to 10.00
Arenberg, Hoosier Beauty	8.00	to 28.00	2.00	to 5.00	4.00	to 10.00
Ward, Hillingdon	8.00	to 25.00	2.00	to 4.00	2.00	to 5.00
Killarney, Key, Taft	8.00	to 20.00	2.00	to 4.00	2.00	to 6.00
Ophelia, Sunburst	8.00	to 25.00	2.00	to 6.00	2.00	to 6.00
Carnations	2.00	to 4.00	2.00	to 3.00	1.00	to 3.00
Cattleyas	60.00	to 75.00	.....	to .....	50.00	to 75.00
Lilies, Longiflorum	16.00	to 25.00	12.50	to 15.00	10.00	to 12.00
Lilies, Speciosum	16.00	to 25.00	.....	to .....	5.00	to 8.00
Lily of the Valley	6.00	to 10.00	6.00	to 8.00	.....	to .....
Snapdragon	.....	to .....	.....	to .....	.....	to .....
Gladioli	2.00	to 5.00	4.00	to 6.00	2.00	to 5.00
Asters	2.00	to 5.00	3.00	to 4.00	2.00	to 4.00
Dahlias	.....	to .....	4.00	to 10.00	2.00	to 5.00
Calendula	1.00	to 2.00	.....	to .....	.....	to .....
Chrysanthemums	15.00	to 20.00	.....	to .....	8.00	to 15.00
Gardenias	.....	to .....	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to .....
Smilax	.....	to 35.00	12.50	to 15.00	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 75.00	50.00	to .....

## WILLIAM F. KASTING Co.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

WHOLESALE  
GROWER of

CUT FLOWERS

## ROBERT DYSART

CERTIFIED PUBLIC ACCOUNTANT

Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . BOSTON  
Telephone Main 58

## Boston Floral Supply Co.

347-357 Cambridge St., Boston

Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
ceived one.

## CUT FLOWER BOXES

EDWARDS FOLDING BOX CO.  
MANUFACTURERS  
PHILADELPHIA, PA.



## Flower Market Reports

The situation in the market today is probably unparalleled in its history for this season of the year and one has but to consult the death notices in the local papers to find the cause. With four and five columns, set in solid agate type, of death notices, published daily for the past week caused by the prevalent epidemic of gripe the market has developed into more of an auction than anything else. With flowers scarce and every one desirous of obtaining what material can be found to fill their orders prices have advanced with leaps and bounds with the result that everyone in both wholesale and retail markets is working overtime to meet what nearly everyone in the trade acknowledges to be an unfortunate condition of affairs. As one wholesaler tersely put it while he has never objected to being compelled to work early and late to fill any orders, under present conditions the one thing that keeps him moving is sympathy for the unfortunate and such indeed is the feeling expressed throughout the entire trade. The quality of the stock being received is excellent, both in short and long stemmed varieties of roses with American Beauties having an exceptional demand. Carnations are poor but white asters that have been formerly selling at a small price at this time of the year have an exceptional demand to fill orders that in ordinary times would be taken care of by such carnations as were to be found on the market. There are not enough lilies on the market to supply the demand and several wholesalers have made hurried trips to New York in an attempt to secure enough material to overcome the local shortage. What chrysanthemums that have been received are in fine condition while gladioli seem to be about over.

The market is considered tight, notwithstanding a good supply of flowers in general is coming. As the demand for funeral flowers regulates the amount of business done, so the supply of short and medium roses decides the condition of the market. This week the long stemmed roses are more than enough to care for all orders while the call for cheaper grades cannot be entirely met. Shipping trade comes in here and helps greatly in using up the long stock. Asters are now the best seen this season. They are perfect in form and



## DAHLIAS

In the original boxes as packed by the growers, no rehandling, choice well grown stock, standard varieties, \$2.00 per 100.

Novelties and other choice varieties, \$3.00, \$4.00, \$6.00 per 100.

*Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies*

Business Hours, 7 A. M. to 5 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK  
117 W. 28th St.

PHILADELPHIA  
1608-1620 Ludlow St.

BALTIMORE  
Franklin & St. Paul Sta.  
WASHINGTON, 1216 H. St., N. W.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS OF LY

	CINCINNATI Sept. 23		CHICAGO Sept. 23		BUFFALO Sept. 23		PITTSBURG Sept. 23	
Roses								
Am. Beauty, Special	25.00	to 35.00	40.00	to 50.00	25.00	to 30.00	25.00	to 35.00
" " Fancy and Extra	15.00	to 20.00	25.00	to 40.00	10.00	to 20.00	15.00	to 20.00
" " No. 1 and culls	6.00	to 10.00	6.00	to 15.00	3.00	to 8.00	3.00	to 10.00
Russell	6.00	to 15.00	4.00	to 20.00	6.00	to 10.00	6.00	to 15.00
Hadley	6.00	to 12.00	.....	.....	3.00	to 6.00	.....	.....
Euler, Mock	6.00	to 12.00	.....	.....	3.00	to 6.00	.....	.....
Arenberg, Hoosier Beauty	5.00	to 8.00	3.00	to 10.00	3.00	to 10.00	.....	.....
Ward, Hillingdon	4.00	to 6.00	3.00	to 8.00	3.00	to 5.00	4.00	to 10.00
Killarney, Key, Taft	3.00	to 6.00	2.00	to 8.00	3.00	to 5.00	3.00	to 8.00
Ophelia, Sunburst	5.00	to 10.00	3.00	to 10.00	3.00	to 10.00	3.00	to 10.00
Carnations	2.00	to 3.00	3.00	to 4.00	1.00	to 1.50	3.00	to 4.00
Cattleyas	60.00	to 75.00	75.00	to 9.00	50.00	to 60.00	.....	75.00
Lilies, Longiflorum	12.50	to 15.00	12.00	to 15.00	10.00	to 12.00	.....	15.00
Lilies, Speciosum	.....	.....	.....	.....	4.00	to 6.00	.....	.....
Lily of the Valley	.....	to 6.00	4.00	to 8.00	6.00	to 8.00	.....	.....
Snapdragon	.....	to 3.00	3.00	to 4.00	2.00	to 4.00	3.00	to 4.00
Gladioli	3.00	to 5.00	3.00	to 5.00	2.00	to 4.00	4.00	to 6.00
Asters	2.00	to 4.00	2.00	to 4.00	1.50	to 2.50	2.00	to 3.00
Dahlias	4.00	to 5.00	.....	.....	1.00	to 3.00	4.00	to 15.00
Calendula	.....	to 2.00	2.00	to 3.00	1.00	to 2.00	.....	.....
Chrysanthemums	.....	to 15.00	to 35.00	.....	.....	.....	12.00	to 30.00
Gardenias	.....	.....	.....	.....	.....	.....	.....	.....
Adiantum	.....	to 1.00	1.00	to 2.00	.....	to 1.50	.....	1.00
Smilax	15.00	to 20.00	15.00	to 18.00	.....	to 20.00	12.50	to 15.00
Asparagus Plu. & Spre. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	30.00	to 50.00

color and are of the fluffy type known as astermums. Carnations are not much in evidence, the field ones being gone and the indoor ones scarcely in bloom. Gladioli are fairly plentiful and selling well. Blue gentians are much in demand for patriotic bouquets being just the shade of blue to combine with red and white. Chrysanthemums are of good size and quality and the public buy better than they often do so early in the season.

Business is excellent. During the past fortnight stock of all kinds has been finding a good market and practically all receipts have been cleaning up readily. Roses are much better than they were and are in a larger supply. Carnations are in a fairly heavy and steady supply and are proving good property. The late aster cut is at its zenith. Large

shipments of excellent stock are coming regularly. Some good gladioli may be had. Other offerings are chrysanthemums, dahlias, cosmos and lilies. New wild smilax has been added to the list of available decorative material.

The market is in a very healthy condition, demand being slightly in excess of supply. Outdoor stock is about gone excepting gladioli, asters and larkspurs. Some dahlias are coming in and meet with ready sale. Roses are improving both in quantity and quality. Orchids are very scarce and lily of the valley is in but moderate supply. A few chrysanthemums have arrived but the Queen of the Autumn will not be a fixture in this market until middle of October.

(Continued on page 327)



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 Choice Cut Flowers  
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### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Sept. 21 1918		First Part of Week beginning Sept. 23 1918	
American Beauty, Special	8.00	to 25.00	10.00	to 30.00
" " Fancy and Extra	4.00	to 8.00	6.00	to 10.00
" " No. 1 and culls.	.50	to 2.00	.50	to 5.00
Russell	.50	to 6.00	1.00	to 8.00
Hadley	.50	to 6.00	.75	to 6.00
Euler, Mock, Key	.50	to 12.00	.75	to 12.00
Arenberg, Hoosier Beauty	.50	to 4.00	.50	to 5.00
Ward, Hillingdon	.50	to 3.00	.75	to 3.00
Killarney, Taft	.50	to 3.00	.75	to 3.00
Ophelia, Sunburst	.50	to 5.00	.50	to 6.00
Carnations	.75	to 2.00	1.00	to 3.00

**WE WANT MORE SHIPPERS**  
 We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.  
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**Florists' Supplies**  
 We manufacture all our  
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**WILLIAM MACKIE**  
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**Wired Toothpicks**  
 Manufactured by  
**W. J. COWEE, Berlin, N. Y.**  
 10,000...\$2.00 50,000...\$8.75 Sample free.  
 For sale by dealers.

When writing to Advertisers kindly mention Horticulture



## Flower Market Reports

(Continued from page 325)

The market broadened to a slight degree but in general there is a quiet tone and were it not that several buyers for Boston took a considerable number of lilies and shorter grades of light colored roses out of the market it is not likely that prices would be better than last week. Roses are coming in more freely and are improving in quality and stem. American Beauties are in moderate supply and are moving better. The carnation supply is not yet large but they show an improvement. Several shipment of sizable "Mums" have been disposed of at figures that compare favorably with prices usually going in former years. Lilies, at present are bringing satisfactory prices. Lily of the valley and orchids are scarcer. Some very good asters are to be had but the big cut is over and dahlias will probably enjoy a short season before the chrysanthemums come along in quantity. Such stock as celosia, ageratum, helianthus, etc., meet with indifferent demand. Smilax and asparagus are not going well.

Flowers have been very scarce, carnations are arriving in small quantities but are short stemmed. There are very good Scott Key and American Beauties and a fair supply of other roses in good quality. Asters are mostly poor. Cosmos in good quality are seen and there are a few good dahlias. Boston ferns are selling well.

Trade in general, outside of funeral work, is dull. Quite a few dahlias are in. The new St. Louis dahlia grown by Joe Hauser, a brilliant single red, is very popular. Some good roses are seen—also a few good looking violets.

Business is better. Roses have improved in quality and prices average higher. Some few new crop carnations are to be had and October Frost has made its appearance, although poor in quality. Asters are off the market locally. Cosmos is not good. Dahlias are more plentiful, but a scarcity is expected because of adverse weather conditions. Orchids are very scarce, also lilies. There is a continued shortage of dagger ferns because the fern pickers have secured more profitable employment among the many war industries.

## J. K. ALLEN

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Have a demand for more than I can supply. Rose Growers Call or Write.  
118 West 28th St. **NEW YORK** TELEPHONES  
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### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Sept. 21 1918		First Part of Week beginning Sept. 23 1918	
Cattleyas	25.00	0 50.00	25.00	10 50.00
Lilies, Longiflorum	6.00	to 8.00	16.00	to 12.00
Lilies, Speciosum	2.00	to 4.00	2.00	to 4.00
Lily of the Valley	4.00	to 8.00	3.00	to 8.00
Snopdragon	.....	to .....	.....	to .....
Gladioli	2.00	to 4.00	2.00	to 4.00
Asters	.50	to 3.00	.50	to 4.00
Dahlias	.50	to 3.00	.50	to 3.00
Calendula	5.00	to 10.00	.....	to .....
Chrysanthemums	1.00	to 3.00	1.50	to 4.00
Gardenias	.....	to .....	.....	to .....
Adiantum	.....	to .....	.25	to .50
Smilax	6.00	to 10.00	6.00	to 10.00
Asparagus Plumosus, & Spreng (100 bunches)	8.00	to 12.00	8.00	to 12.00

## Obituary

Charles Bartlett Weathered, Jr.

We have received the sad news of the death of the son of C. B. Weathered of New York, by a shot from a machine gun, at the front in France.



CHARLES BARTLETT WEATHERED, JR.

He was killed on July 31st, his 24th birthday. C. B. Weathered, Jr., joined the 7th Regiment of New York in June, 1917, and at the request for volunteers to fill the 69th Infantry, was transferred to that regiment, now the 165th Infantry, 42d or Rainbow Division. He trained at Camp Mills and went overseas in October. He was sent to the hospital in March, having been gassed, but rejoined his regiment in April. From a letter received by his parents from a comrade, he was in the battles of Chateau Thierry and the

Marne, and was one of the first to cross the River Ourcq, and one of the first to fall. The letter states that he was game to the last. He was the only son of Mr. and Mrs. Weathered and much sympathy is felt for his parents and sisters by numerous friends in the trade in their great bereavement.

George P. Buckley.

George Patrick Buckley died suddenly at his residence, No. 1275 Atlantic avenue, Brooklyn, N. Y., aged 70 years. For years his place on Fulton street was known as the Crystal Palace, named after the London institution of that name, where, as a boy, he cultivated flowers used for the palace of the late Queen Victoria. He leaves a son and a daughter.

William F. Cotter.

William F. Cotter, superintendent of parks at Salem, Mass., died on September 20 after an illness of only a few days from Spanish influenza.

### VEGETABLE FORCING

By Prof. R. L. Watts

Which has just come from the press. This book was produced in response to numberless inquiries for a practical up-to-date volume on the forcing of vegetables. In our judgment it is the most complete, final and authoritative work on forcing ever issued. The author of this intensely practical book has had a large experience in growing crops under glass. He gives clearly and concisely, complete instructions covering Greenhouse Construction, Soil, Preparation, Insects, Diseases, Marketing, Cropping System, and the growing of all of the most important Vegetable Forcing Crops. The book will be found equally valuable to amateurs and experienced gardeners.

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Boston, Mass.



## LOCAL AND GENERAL NEWS

### CHICAGO.

Albert Koehler, secretary of the American Bulb Co. is mourning the loss of his father whose death occurred Sept. 7th.

Thos. Kidwell, whose father is one of Chicago's pioneer florists, has sent home a German helmet which he secured while on duty "somewhere in France."

The show window of the American Bulb Co. has a very appropriate addition to its trays of bulbs, in the form of a miniature vessel which suggests the difficulties under which the stock was secured.

Wm. Wolf, who has built up a nice little trade on East Monroe street says the summer has not been a bad one, but he is quite ready for the fall business to begin.

Arthur Stielow, another stockholder in the Chicago Flower Growers' Assn., whose greenhouses are in Niles Center, Ill., sailed for France recently, in the heavy field artillery branch of the service.

In spite of the increased difficulty of getting in moss this year, owing to scarcity of labor and transportation troubles, the American Bulb Co. has received 20 cars of it. A. Miller, president of the company is in New York this week.

Peter Schurer, a grower of Evans-ton, and a stock holder of the Chicago Flower Growers' Assn., has received word that his son, recently injured in action, has been returned from France and is now in a hospital in Cape May, N. J. Mr. Schurer's daughter has gone east to see her brother.

A. Lange has eleven stars in his service flag now and it is probable that his son, Homer, will enter the service soon and add another. Two former employees have been reported in the list of casualties so far, Chauncy Sanders, severely wounded, and Fred Colterjohn, gassed and injured.

Business is reported as good at the Lange store with the preponderance of the trade going to funeral work. The window of this store was a blaze of fall coloring this week with the beautiful bittersweet from Michigan putting the finishing touches to window edges, basket handles and bouquets. Nothing from the woods is more graceful and brilliant than this.

Thirty-two hundred dollars were realized from the sale of stock at the Anton Then place last week. The

Central Trust Co. of Illinois, receivers for Wm. Langhout, bankrupt, who recently purchased the place, was ordered by the U. S. District court to sell the stock at public auction. Some sensational prices were made on plants and everything was sold at a fraction of its value. A. Then has the greenhouse back again, a sadder and wiser man.

The Central Floral Co., 132 N. State street, has another window display, which is strictly patriotic but the crowds cannot see it without also seeing the companion window with its beautiful arrangement of fresh flowers. The window shows a soldier in uniform with gun in hand, just opening the gate to leave for the war and to his faithful dog, who tries to pass out with him he says: "Not this time, old pal" The work is splendidly done and brings the tears to many eyes.

The bowling season opened for the Chicago Florists' Club on Sept. 20th, when John Huebner, Allie Zech, Fred Price, Peter Olsem and Wm. Lorman met at Kaad's Alleys, Lincoln and Western avenues, and organized the first Centrals in the Kaad League, with John Huebner as captain. On Sept. 24th the second league of Centrals was formed with John Huebner again captain and Fred Lieberman, Ed. Martin, Wm. Lorman and Wm. Wolf, members. They will bowl at the Lincoln alleys, Lincoln avenue and Belmont avenues.

In the decorations of the great department stores, the minimum use of flowers is very noticeable in their fall openings. Even artificial flowers are almost entirely lacking and for the first time in many years, if not in the history of the store, all that would suggest the use of flowers is eliminated from the main floor of Marshall Fields', and the great aisles twelve feet wide and a block long are draped only by flags, a beautiful and inspiring sight, but the large urns that have heretofore topped the central corners are conspicuously absent. Another store used evergreens of various kinds, in festoons but the work was so poorly done that it was not attractive. These influences, in the heart of the world's wealthiest retail district is to be regretted, for the 100,000 or more people who visit the shopping district in the "loop" each day cannot help being influenced to some degree.

### WASHINGTON, D. C.

George W. Hess, Judge Downey and William F. Gude, with his two sons, spent the week end with Mr. John Westcott, at Barnegat Bay.

Miss Nellie Brueninger, of the Gude Bros. store, is back from a three weeks' vacation. Mr. and Mrs. Roy Dore and daughter, Shirley, are here from Conifer, Colo. Mrs. Dore is the sister of Miss Nellie Brueninger.

Chauffeurs in the employ of the florists of Washington are warned to carry their registration cards with them at all times. Ernest McCarter, colored deliveryman in the employ of the Leo Niessen Co., found himself in rather an uncomfortable position recently when, following a collision with another machine, he was taken to the police station because of having left his registration card at home.

Declaring that the local stores are in sore straits for clerical help, the local merchants' association has appealed to the women of Washington to accept positions and thus make up for the loss of man power due to the draft, the work-or-fight order, and enlistments. The business houses of Washington have gladly given their best help to the services of the country. Among those heaviest hit are the florists, who will gladly welcome any additions to their forces.

The next regular meeting of the Florists Club of Washington, D. C., is scheduled for Tuesday evening, October 1. The florists have been asked to assist in the Fourth Liberty Loan Campaign and at this meeting it will be explained to them how they can best help. Definite plans will be announced with respect to window display and newspaper advertising.

Letters from the front tell of the sending to base hospitals of Horace D., and Frank W. Hetherington, sons of the late lifetime employee of Robert Craig Co., of Philadelphia, and brothers of J. Harper Hetherington, manager of the Washington Floral Co. Horace has been rather severely gassed by the enemy, while Frank is a victim of rheumatism. During the recent drive he stood in water up to his hips and has since become crippled as a result. Mrs. Hetherington, mother of these boys, is entitled to wear a service pin with three stars, for there is another boy, William M. Hetherington, Over There.

The business of W. W. Kimmel,



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### FLOWER POTS

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Fourteenth street northwest, has been taken over by the Florida Fruit & Flower Company, which will specialize in fruit and flower baskets for hospital and invalids. The business will be operated by George Demer. Mr. Kimmel gave up his store to enter the employ of the government, and is now located at the American University Camp.

### BOSTON.

Three of S. J. Goddard's young men are in the army and it is impossible to get even girls in Framingham, where the factories are paying high wages with short hours and car fares. So, like many others, he is "up against it."

Denver, Colo.—Barteldes Seed Store will open a new store at 1016 Champa street on October 1. They will add a floral department. The leading retail flower stores will be closed at 6.30 except on Saturday evening throughout the coming season.

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Sweet Peas up to Date. Kerr ..	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kalns ..	1.50
Plant Pruning. Kalns .....	1.50
Book of Garden Plans. Hamblin ..	2.00
Landscape Design. Hubbard ..	6.00
The Art of Outdoor Rose Growing. Thomas .....	6.00
The Home Vegetable Garden. Kruhm .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose .....	1.00
Principles of Floriculture. E. A. White .....	1.75
Foundations of American Grape Culture. Munson .....	2.00
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Bailey's Cyclopedia of Horticulture, 6 volumes .....	36.00

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The Recognized Standard Insecticide. A spray remedy for green, black, white fly, thrips and soft scale.

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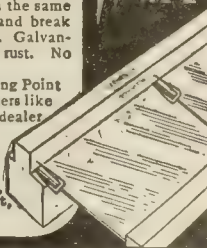
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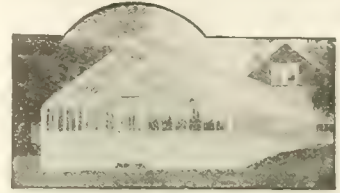
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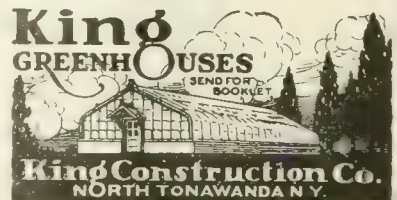
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Some of us, with our noses to the grindstone, cannot look out on God's glorious sunshine and use the broader aspects of life and read the epoch-making era, through which we are passing.

Our business will not suffer in the long run. The rebound from death and desolation will be quick and lasting and we shall make more money in the future in the business of Plants and Flowers than we ever dreamed of before. Faith and Vision, are all we need. Let the Weakling drop out if he wants to; The Florists are not whiners. They are real men and the way they are working for Our Fourth Liberty Loan, will prove it.

Let us do our utmost to help administer the "final punch" to Militarism, so we can once more settle down to our normal vocations.

In conclusion, the following from the *Literary Digest*, covers the situa-

tion far more than any feeble words of mine can do.

"Americans!" Here is your God-given land of liberty, far from the furious battles and the countless hospital-beds of France, what flame leaps to your eyes when you say "My Country, Tis of Thee?" Have the words filled your soul with a passion of love and holy zeal which makes service of country the greatest thing of life, the only thing worth while, these days? Are you ready and eager to enroll in the army of twenty-five million men and women now summoned to carry the Fourth Liberty Loan to Victory?

Yours for success!

CHARLES H. TOTTY, Pres.

### NATIONAL PUBLICITY CAMPAIGN.

One of our Cincinnati friends sent us a clipping from a newspaper in that city covering the following item:

"We don't need flowers to win the war," said officials of local draft board No. 3, in refusing to grant exemption to Richard G. Kootz, manager of a floral business. "We can't fire flowers at the Germans and win the war, although may be they would prefer flowers to bullets," said Chairman Zimmerman. "We can leave the floral business to our crippled heroes when they return and to women."

In contrast is the following, clipped from the report of an address by Miss Mande Wetmore, national chairman of the National League for Woman's Service, at an enthusiastic campaign meeting held at the Hotel Biltmore, New York, on September 18:

"We have had a wonderful opportunity lately. It was given us by the florists of the country, 30,000 strong. They gave us the opportunity to be their spokesmen at the bedsides of the sick soldiers. They asked us to give to them the message which they were sending, and they asked our women to be the ones to transmit that word of sympathy which is so wonderfully expressed and represented by a flower. All over the country today, the florists of this country are giving free of expense thousands of flowers to the sick soldiers as they are returning home. To me it is a very wonderful and very beautiful thought, and I am sure that it is one of interest to all of you today."

And this, by Lt. Col. E. G. Northington, commandant of the reconstruction hospital, Fort Douglas, Utah, re-

ferring to a generous donation of flowers made to the post hospital by the Miller Floral Co., of Farmington:

"There is nothing so cheerful, so brightening in their influence upon sick people, as flowers, and the offer of the Farmington growers, to supply flowers for the soldiers who may be confined to beds and wards of the post hospital, is deeply appreciated by Colonel Northington and all members of his staffs of doctors and nurses, as well as by every patient."

Few among our florists have any idea of the many stupid and ill-considered statements our Promotion Bureau is called to challenge and upset, or the thought of what might be were we obliged to do without our organized publicity service in these times would be more general. The public is ready to admit that there is a better use for our flowers right here at home than to fire them at the enemy—and the more the public sees of our slogan "Say it With Flowers," and reads of the work the florists are doing, the less willing will it be to believe that flowers can be really considered as non-essential.

Let not anyone think that our publicity work begins and ends with our magazine advertising. Our bureau is called upon to organize and make effective much outside assistance which can only be obtained through ourselves being organized.

Are you, Mr. Reader, yet a part of our organization? Have you subscribed to our Publicity Campaign Fund? If you have not, why not? Is there any part of our work which has not been explained to your satisfaction? The object of our weekly articles so kindly published for us, and for you, by our trade papers is to let you know what we are doing, and we are urgently requesting every florist who has not already subscribed to come forward with his "bit," now, the time when we most surely need it, if we are to carry out the plans and extend our usefulness. We are still short of the required amount of money to complete our 1918 program, but with just a little effort on the part of those our work is to benefit we can go ahead under full sail. Don't be half-hearted, don't be thought a non-essential.

JOHN YOUNG, Secy.

1170 Broadway, New York, Sept. 27, 1918.



# HORTICULTURE

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HORTICULTURE learns that another  
 Holland bulbs lot of bulbs, including later maturing  
 sorts, has been shipped via London to  
 this country. The first shipment is daily expected to  
 arrive in New York.

### Economy

HORTICULTURE does not feel at all proud  
 of the paper on which its weekly issues of  
 trade news at present appear but the order

has come from the War Administration to greatly reduce  
 the weight of the paper used and this is the result. We  
 are very glad, however, if, by strict compliance with  
 this and other economics ordered or recommended, we  
 can "do our bit," small though it be, to hasten the glo-  
 rious result which, we all long for and which it is ear-  
 nestly hoped will soon be realized.

### Worthy of all support

All honor to such representatives of the  
 florist trade as C. A. Dards, the New York  
 florist, who is and has been for a long period  
 devoting practically all his time, zeal and  
 labor to patriotic duties, making business a  
 minor consideration as compared with his devotion to  
 his country and fellowman. We hope that his earnest  
 and unselfish efforts may bring a willing and generous  
 response from the trade. Take note of his advertise-  
 ment on page 346, as well as the larger display on the  
 outside cover of this issue, and show your unanimity in  
 appreciation and support by standing shoulder to shoul-  
 der with him in this supreme effort in the cause of  
 humanity.

### Signs of business improvement

The present weather conditions are  
 ideal for planting and it is most  
 gratifying to note the increased de-  
 mand within the past two weeks  
 for outdoor stock. Nurserymen report a lively de-  
 mand for hardy perennials which moved rather slowly  
 last spring. Evergreens are also in demand notwith-  
 standing the discouraging effect of last winter's damage.  
 Buyers are selecting the hardiest of them, and avoiding  
 those which suffered the most. There is a decided in-  
 crease in the call for hardy shrubs, especially such things  
 as hardy Chinese privet, lilacs on their own roots, the  
 newer varieties of Philadelphus and the newer and better  
 shrubs generally. Perhaps the improved aspect of the  
 war situation is to some extent responsible for this  
 revival. At any rate it is an indication that with the  
 restoration of peace, the American people will turn to  
 their gardens with even greater interest than before.

### Vital questions

Never has the florist been called  
 upon to face so critical a situation  
 as now confronts him. How shall  
 he maintain the integrity of his establishment? How  
 can he use profitably the fifty per cent supply of high  
 cost fuel permitted him? If his houses are built on  
 the ridge-and-furrow plan and he is forced to close a  
 section of them, how shall he protect such section  
 against damage from accumulation of ice and snow in  
 the furrows? What crops shall he grow to get the  
 maximum return from the high-priced coal consumed  
 in maintaining sufficient heat in the houses he con-  
 tinues to run? Will the prices for his products rise  
 in proportion to the increased cost of production?  
 Every commercial grower must answer each of these  
 questions as best he can for himself; no one can answer  
 them for him. Inevitably he must receive higher  
 prices for his products, curtailment of production will  
 bring this about. Whether the increase will be suf-  
 ficient to reimburse him for his added expense is by  
 no means certain. A free discussion of these questions  
 among the growers and through the press would be  
 helpful to all and would do much to fortify the indi-  
 vidual in meeting the situation.



## NEW AND RARE PLANTS.

## First-class Certificate.

*Cattleya Hardyana alba* President Wilson.—A very handsome form in which the petals and sepals are of glistening white, the rich purple lip being relieved by golden blotches on the side lobes and free markings of gold at the base. From Messrs. Flory and Black, Slough.

## Awards of Merit.

*Cattleya Iris Ansaldos* var. (C. bicolor × C. Dowiana aurea).—The sepals and petals are of greenish hue, tinged with rose; the lip of an intense velvet crimson of quite exceptional color. Shown by J. Arnolds, Esq., Rosebank, Mumbles.

*Cattleya Aeneas* (C. Venus × C. aurea).—The sepals and petals of this lovely hybrid are of rich golden color; the brownish crimson lip very distinct. From Messrs. Charlesworth and Co., Hayward's Heath.

*Gladiolus Prophetesse*.—A very beautiful variety in which the ivory white of the upper parts of the flower is in striking contrast to the crimson brown blotches below. Shown by Mr. J. G. Parker, Upton Cheyney, Bittou.

*Montbretia Queen Alexandra*.—An erect-habited sort with well-displayed, somewhat reflexing flowers colored a light golden orange, the crimson base showing at both back and front of the flower.

*Montbretia Queen Mary*.—The spike is slightly arched at the tip. A wonderfully fine variety in orange and crimson.

*Montbretia Nimbus*.—The slightly grooved or incurving petals are of orange gold, ringed by crimson within, and having a golden yellow base. Very beautiful and distinct. These superb novelties were shown by the raiser, Sydney Morris, Esq., Earlham Hall, Norwich (gardener, Mr. G. Henley).

*Lilium Parkmanii* Hayward's Variety (L. speciosum maculatum × L. auratum macranthum).—A remarkable hybrid having flattish inclined flowers with reflexing tips. The dominant color tone is that of the rich crimson L. speciosum, with a fragrance leaning to L. auratum. Shown by Mr. P. S. Hayward, Pearls Farm, Great Clacton, Essex.

*Lobelia Mrs. Humbert*.—A variety of L. syphilitica and a welcome addition to tall herbaceous sorts. The color is rosy carmine. From Mr. B. S. Ladhams, Southampton.

These were shown before the Royal Horticultural Society on the 27th ult.

## New Dahlias.

*Marion Walton* (Decorative).—Of medium size with pointed florets and colored a lovely shade of clear pink.

## A NEW HARDY PRIVET.



Sun print direct from nature showing how closely the two types resemble each other. Two branches are the New Hybrid California Privet No. 22, and two branches are the regular California Privet.

The accompanying print comes from Mr. Coe of the Elm City Nursery Company and will, no doubt, be of interest to the thousands of our readers who have been "stung" with the unreliable California privet. According to the description the new privet ought to be a "best seller."

The enclosed is a direct sun-print of two branches of the Hardy Hybrid California privet (No. 22) and two branches of the regular California privet. The resemblance is so close that it is difficult to tell one from the other. This holds equally true

of the two forms character of growth, with the advantage favoring the new hybrid, of a pronounced tendency to branch more freely from the ground. This new hybrid (L. ovalifolium × L. ibota) is quite as hardy as L. ibota is known to be.

The original plant is eight years old. A stately specimen. Both the original and plants propagated from it have never suffered in the least from winter injury, though exposed under the same conditions that killed California privet to the ground last winter.

*Purple Emperor* (Decorative).—Crimson and richest purple are combined in this strong-stemmed, erectly held variety.

*Pennant*.—A beautifully refined variety of deep shrimp pink tone.

*Meridian* (Cactus).—The color is pale straw yellow; the variety beautiful and refined. These four were shown by Messrs. J. Stredwick and Son, St. Leonards.

*President Wilson* (Decorative).—One of the giants of the race, colored scarlet and shaded with orange. An imposing variety. From Mr. J. West, Brentwood.

*Southern Star*.—One of the new "Star" section. The dominant color tone is orange with scarlet base, the tips of the florets of a cerise shade. Shown by Messrs. J. Cheal and Sons, Crawley.

*Pink Apollo* (Pæony-flowered).—The color is a lovely rose pink self; the variety an acquisition.

*Star of Mons* (Collarette).—The ground color is reddish scarlet, with yellow collar.

*Evelyn* (Collarette).—Of reddish maroon shade with creamy colored florets. These three were from Mr. J. A. Jarrett, Anerley.

The above-named Dahlias, having been adjudicated upon by a joint committee of the Royal Horticultural So-

ciety and the National Dahlia Society, carry the award of merit of the former and the first-class certificate of the latter. The foregoing list is as published in *The Garden*.

## A NOTABLE DAHLIA.

The sensational new dahlia Mrs. Frederick Grinnell has now been placed on sale for the first time since it started out on its phenomenal career as a prize winner. Its color is the finest pink in dahlias, its fragrance, shipping qualities, its effect in artificial light are all among its fine points which will make its introduction at this time, when so much rubbish is flooding the country, a boon to the trade and the public and a credit to the introducer, whose offer appears in this issue of *HORTICULTURE*.

*Syracuse, N. Y.*—Prof. C. C. Carpenter, formerly supervisor of agricultural and school gardening courses in the public schools of St. Joseph, Mo., will become head of the Department of Horticulture at the Joseph Slocum College of Agriculture, Syracuse University. Professor Carpenter assumes the post left vacant by the resignation of Prof. Hugh Findlay, now superintendent of war garden work in Washington.



# AMERICAN DAHLIA SOCIETY

At the annual meeting of the Dahlia Society in New York last week, the following list of officers was chosen:

President, Richard Vincent, Jr., White Marsh, Md.

Secretary, Jasper R. Lewis, 736 Riverside Drive, New York City.

Treasurer, F. R. Austin, Tuckerton, N. J.

Vice-Presidents: Geo. L. Stillman, Westerly, R. I., representing the North. E. S. Brown, East Moriches, N. Y., representing the East. J. B. S. Norton, College Park, Md., representing the South. W. W. Wilmore, Denver, Colo., representing the Central West. Major N. F. Vanderbilt, San Rafael, Cal., representing the Pacific Coast.

Executive Committee: Geo. W. Kerr, Philadelphia, Pa.; I. S. Hendrickson, Flowerfield, L. I., N. Y.; J. Duthie, Oyster Bay, N. Y.; P. W. Popp, Mamaroneck, N. Y.; Alfred H. Langjahr, New York, N. Y.

Nomenclature Committee: Prof. F. H. Hall, Geneva, N. Y.; L. K. Peacock, Berlin, N. J.; Prof. Geo. W. Fraser, Storrs, Conn.; James Kirby, Huntington, N. Y.; Leonard Barron, Garden City, N. Y.

It was announced that because of ill health Prof. Hall would be unable to conduct the trial grounds at Geneva, N. Y., and Prof. Geo. W. Fraser will undertake this work at the Agricultural Experiment Station at Storrs, Conn.

The exhibition in conjunction with that of the American Institute was of moderate size, but of excellent quality. The commercial entries were quite extensive. They included N. Harold Cottam & Sons, Wappingers Falls, N. Y.; George L. Stillman, Westerly, R. I.; J. N. Failor, Richmond Hill; C. L. Alling, West Haven, Conn.; Leonard & Weber, Trenton, N. J.; L. B. Linsley, West Haven, Conn.; John Lewis Childs, Flowerfield, L. I.; Mills & Co.; Mamaroneck, N. Y.; A. E. Doty, New Haven, Conn.; J. H. Slocomb, New Haven, Conn.; F. Etter, Harrison, N. Y.; R. Vincent Jr. & Sons Co., White Marsh, Md.; W. D. Hathaway, New Bedford, Mass.; G. R. Scrivner, Hartford, Conn.; C. H. Totty, Madison, N. J.; John P. Rooney, New Bedford, Mass., the exhibit of the latter including some magnificent specimens of his sensational peony-flowered dahlia, Mrs. Frederick Grinnell, which was easily the gem of the show.

## List of Awards

Finest general display any or all types, arranged for effect, space 50 square feet—N. Harold Cottam & Son Wappingers Falls, N. Y., first.

Best display of six vases of collarette, distinct varieties—Cottam & Son, first.

Best basket or hamper decoration of cactus, and foliage—Guerdon Scrivner, Hartford, Conn., first; C. F. Cartledge, Locust Valley, N. Y., second.

Best table centerpiece for effect, any foliage, amateurs and private gardeners only—C. F. Cartledge, first.

Best decorative vase of ball-shaped double dahlias—G. Scrivner, first.

Best vase of any good stemmed decorative or cactus—C. F. Cartledge, first.

Best vase of modern cactus, 12 flowers, not less than four varieties—C. F. Cartledge, first.

Most meritorious exhibit in the show by any exhibitor, professional, private gardener or amateur—G. Scrivner, first.

Collection of not over 25 varieties, any or all types, exhibited by an amateur—Miss Sarah Wakeman, Southport, Conn., first.

Largest dahlia in the show—Miss Wakeman, first.

Smallest dahlia in the show—Les-ter Lindley, West Haven, Conn., first.

## SECRETARY'S REPORT.

This report is for the period from April 11, 1918, to date. Following the loss of the society's secretary, J. Harrison Dick, a close personal friend of mine the executive committee appointed me secretary for the remainder of the year. I have been glad to bridge the gap, first in memory of my good friend, and secondly to help President Vincent, whom I have known for a number of years.

Owing to the sudden death of Mr. Dick, it has been difficult to take up the burden as efficiently as it might have been done under happier circumstances. Your present secretary has, therefore, done his best to keep up with the more important work of his office and, with this apology, passes on to his formal report.

The various meetings of the executive committee have been duly reported in the bulletin of the society. Joseph J. Lane, a former secretary of the society, and a member of the executive committee, on account of entrance into military service last May, announced his retirement from office, and the committee at that time adopted a resolution to keep on the active list all members who entered the U. S. military service, remitting their dues for the period of the war.

## The Membership Prize.

The silver cup donated by Richard Appel of White Plains, N. Y., to be awarded to the member who secured the greatest number of new members, has been easily won by George L.

Stillman of Westerly, R. I., who, from April 1 to date, has sent in the names of sixteen new members, with many others before that date. Mr. Stillman showed much interest in this work and it is to be regretted that some of our other members did not set him a faster pace. Other members also secured additional applications, President Vincent having the next greatest number after Mr. Stillman.

## The Bulletin.

An issue of the bulletin was published for March, but was considerably delayed in its appearance for the reason already given. The number of advertisements in that issue showed the amount of work Mr. Dick had done on behalf of this society; in fact, the March edition was at least self-supporting. Another bulletin, issued early in September, was not so satisfactory from the point of financial support.

At the May meeting of the executive committee it was voted to publish another bulletin in November, to contain a full report of this annual meeting and exhibition. I. S. Hendrickson suggested the advisability of issuing the bulletin every second month during 1919. This would give advertisers a definite arrangement and plan for their advertising, and would also permit the dissemination of more cultural information about our flower. As a national society we should certainly publish all the news and educational matter obtainable that is of value to dahlia growers, but to make this possible greater support must be given the bulletin financially. Even if it has to be issued at a loss for each number, as the official organ of the society it should be continued, bettered and enlarged in scope. Your secretary considers the bulletin the strongest link between the members. Through it the society can render great service to present members and continue to attract new ones. Its value cannot be emphasized too strongly.

## Membership.

The present muster of the society is a little short of three hundred, but in addition to its numerical strength an encouraging feature is the fact that since your present secretary has had charge of the membership list not one member has asked to be dropped, whereas each week brings new members into the fold. I would



recommend that some membership campaign be undertaken for the ensuing year, with a competent committee in charge.

Mrs. Charles H. Stout of Short Hills, N. J., has again kindly offered to donate a silver cup for the 1919 exhibition, and on behalf of the society the secretary has accepted

#### ABIES HOMOLEPIS

(See Cover Illustration)

One of the handsomest trees in the Arboretum at this season is the Japanese Fir known as *Abies homolepis* or *brachyphylla*. Professor Sargent, director of the Arboretum, places this tree as among the best which Japan has sent to this country. It has proved perfectly hardy in this climate, not having suffered at all last winter, in spite of the extremely low temperature.

As it grows on the mountains of Central Japan, it makes a very large tree. Even in this country it attains good size, as may be seen by inspecting a specimen in the Hunnewell pinetum at Wellesley, which is more than fifty-five feet high, with branches sweeping the ground. The trees in the Arboretum are not as large, but are growing well and are very handsome.

Its dark green leaves are silvery-white on the lower surface, and its cones are violet purple in color. According to Professor Sargent, this is one of the six most desirable conifers for planting in Southern New England, the others being *Pinus strobus*, *Pinus resinosa*, *Tsuga canadensis*, *Tsuga carolinianum*, and *Abies concolor*.

A variety of the Japanese fir, with green cones and lighter colored leaves is established in the Arboretum, having been grown from seeds planted in 1891. It is called *Abies brachyphylla* *unbellata*.

#### CROWN GALL.

The Stephenson mentioned in the following letter has a rose growing establishment at Oak Lane, Philadelphia. The warty nuts were woody and hard and as big as hens' eggs. They appeared along the rose stems and spread rapidly all over his crops. One pound of formalin to twelve gallons of water is said by the Australian Nurseryman to be a good sterilizer. After applying, cover the soil with bags for two or three days.

#### COPY

Mr. E. J. Fancourt, Philadelphia, Pa.  
Dear Sir: Your letter to Mr. Wm. F. Gude, of Washington, D. C., with specimen of the outgrowth on rose bushes belonging to Mr. W. J. Stephenson, were sent to me for examination and report.

This is a disease which is not uncommon

on rose bushes, but it occurs more frequently in greenhouses than on out of door plants. It is caused by the bacterial organism called *Bacterium Tumefaciens*, and the disease is usually designated as crown gall.

There is no satisfactory method for killing the galls after they have developed, and great care must be taken not to spread the disease. Those galls cut out should be burned; knives and implements used on galled plants should be sterilized before cutting healthy plants or digging around them. Discard or sterilize the soil in which galled plants have grown, if possible do not plant roses in it. Do not make cuttings from rose bushes with galls on either the root or stem.

In all probability the disease was carried over to the Ophelia roses from the Aaron Wards. I have been working for several years with this disease and find most hybrid roses susceptible to it. One grower lost several houses from the rapid spread of this disease. A very virulent strain of the organism had gotten into his plants and he did not realize the danger.

The best plan, of course, is to discard those plants with galls and the soil they grew in. If this is too drastic or not practicable at the time, cut off the stems well below the galls and burn them, and be careful not to use your knife on a healthy plant without first immersing it for some time in a good germicide. Those plants with galls at the root or crown are too dangerous to keep and should be burned without making cuttings from them.

Yours very truly,

NELLIE A. BROWN, Asst. Pathologist,  
U. S. Dept. of Agriculture,  
Bureau of Plant Industry,  
Washington, D. C., Sept. 20, 1918.

## THE FRAGRANT PEONY DAHLIA

### MRS. FREDERICK GRINNELL

#### LIST OF AWARDS

1st Class Certificate New Bedford Horticultural Society, September 14, 1911.  
1st Class Certificate Massachusetts Horticultural Society, August 8, 1914.  
1st Class Certificate Newport Horticultural Society, August 13, 1914.  
Bronze Medal Massachusetts Horticultural Society, August 7, 1915.  
Bronze Medal Newport Horticultural Society, August 12, 1915.  
Special award Southern New England Country Fair, September 14, 1915.  
Silver Medal New Bedford Horticultural Society, September 21, 1915.  
Silver Medal Massachusetts Horticultural Society, September 9, 1916.  
Gold Medal Rhode Island Horticultural Society, September 12, 1916.  
1st Class Certificate American Dahlia Society, New York, September 27, 1916.  
1st Premium Blue Ribbon, Hyattsville, Md., Oct. 5, 1916.  
Diploma American Institute, New York, at the American Dahlia Society Show, September 25, 1917.  
Special award Southern New England Country Fair, September 10, 1918.  
Awarded by American Dahlia Society, Silver Medal given by Toronto Horticultural Society, for best seedling any type.

Only 100 clumps to be sold to the first hundred dahlia growers at \$10.00 per clump, cash with order. Buy quick.

This is the first and only notice of the dahlia to be sold at the above price.

*Delivery Fall or Spring*

Address for Particulars

## JOHN P. ROONEY

93 Bedford Street,

NEW BEDFORD, MASS.

### CHARLES H. TOTTY

#### CHRYSANTHEMUMS

#### MADISON, N. J.

### BOBBINK & ATKINS

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Small Fruits, Clematis, Evergreens  
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BACEOUS PLANTS.

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inch pots—price 35c. and 50c.—varieties  
BOSTONS, ROOSEVELTS, WHITMANII  
and TEDDY, JR.

H. H. BARROWS, Whitman, Mass.



## CLUBS AND SOCIETIES

### THE AMERICAN INSTITUTE OF THE CITY OF NEW YORK

The American Institute of the City of New York will have a chrysanthemum exhibition at the Engineering Building, West 39th street, on November 6th, 7th and 8th, 1918.

The schedule of prizes includes 79 classes and amounting to about \$800 cash, in addition to medals.

Send all entries and correspondence to W. A. Eagleson, secretary, Board of Managers, 324 West 23rd street, New York.

Special prizes offered by the Chrysanthemum Society of America in conjunction with the American Institute Show includes the following:

#### List of Special Prizes.

Class A—C. S. A. silver cup for the best seedling chrysanthemum not disseminated, six blooms one variety on long stems.

Class B—C. S. A. silver cup for the best six vases pompon chrysanthemums, six varieties, twelve sprays not less than 18 inches long to a vase.

Class C—President's cup for the best ten blooms chrysanthemums, one variety, any color on long stems. Silver cup, offered by President Wm. W. Vert, Greenwich, Conn.

Class D—Charles H. Totty Company prizes for six blooms chrysanthemums, variety Mrs. H. S. Firestone. First, \$15.00; second, \$10.00, offered by Charles H. Totty Company, Madison, N. J.

Class E—Charles H. Totty Company prizes for vase of twelve assorted blooms Japanese anemone chrysanthemums. First, gold; second, silver; third, bronze medal.

Class F—E. G. Hill Company prizes for twenty-five blooms of chrysanthemums, variety Richmond. First, \$15.00; second, \$10.00, offered by The E. G. Hill Company, Richmond, Ind.

Class G—Elmer D. Smith & Co. prizes for four vases disbudded pompon chrysanthemums, four varieties, twelve blooms each. Open to all. First, \$10.00; second, \$5.00, offered by Elmer D. Smith & Co., Adrian, Mich.

Class H—A. N. Pierson, Inc., prizes for ten blooms chrysanthemums, Barbara Davis. First, \$10.00; second, \$5.00, offered by A. N. Pierson, Inc., Cromwell, Conn.

Class I—A. N. Pierson prizes for the best vase of twelve sprays single

chrysanthemums, Elizabeth Firestone. First, \$5.00; second, \$3.00, offered by A. N. Pierson, Inc., Cromwell, Conn.

Class J—Henry A. Dreer prize for the best ten blooms, one variety of chrysanthemums certificated by the C. S. A. season of 1917. \$10.00, offered by Henry A. Dreer, Philadelphia, Pa.

Class K—Hitchings Company cup for the best six vases of single chrysanthemums, six varieties, twelve sprays not less than eighteen inches long to a vase. Silver cup offered by Hitchings & Company, Elizabeth, N. J.

Class L—Philip J. Foley prize for the best ten blooms chrysanthemums, Josephine Foley, on long stems. \$10.00, offered by The Foley Manufacturing Co., Chicago, Ill.

Class M—Stumpp & Walter Co. prize, silver cup, for the best twelve blooms, twelve varieties of chrysanthemums on short stems, offered by Stumpp & Walter Co., New York, N. Y.

Class N—H. E. Converse prize, silver cup for the best ten blooms chrysanthemums, Harry E. Converse, offered by H. E. Converse, Marion, Mass.

### GARDENERS' AND FLORISTS' CLUB OF BOSTON

The club will hold a grand exhibition of vegetables, fruits and flowers in Horticultural Hall on October 15 and 16. There are 133 classes in the schedule which will be mailed promptly to all applicants. Fruits and flowers are included to give variety and interest to the show. There will be competent judges and exhibits should be staged by 1 o'clock on October 15. Admission will be free to the public each day until 10 p. m. Unless the law prohibiting public meetings is still in force the regular club meeting will be held on the evening of October 16. A stereopticon lecture on vegetables will be a feature to which the public is cordially invited. The aim of this exhibition is to stimulate still greater interest in food production and exhibits will be welcomed from anyone.

W. N. CRAIG, Secy.

### DETROIT FLORISTS' CLUB.

The officers recently elected are as follows: J. F. Sullivan, president; M. Bloy, vice-president; H. Foster, secretary; J. Stack, treasurer.

### CHRYSANTHEMUM SOCIETY OF AMERICA

#### Examining Committees.

President Wm. W. Vert announces the committees to examine new chrysanthemums for the ensuing year as follows:

Boston—Wm. Nicholson (chairman), James Wheeler, Alex. Montgomery. Ship flowers to chairman, care of W. J. Thurston, Manager, Boston Flower Exchange, 1 Winthrop square and Otis street, Boston, Mass.

New York—Eugene Dailedouze (chairman), Wm. H. Duckham, A. Herrington. Ship flowers to New York Cut Flower Co., 55 Twenty-second street, New York, care of chairman.

Philadelphia—A. B. Cartledge (chairman), John Westcott, S. S. Pennock. Ship flowers to A. B. Cartledge, 1514 Chestnut street, Philadelphia, Pa.

Cincinnati—R. Witterstaetter (chairman), James Allen, J. C. Murphy. Ship flowers to chairman, Jabez Elliott Flower Market, care of janitor.

Chicago—N. J. Wietor (chairman), E. A. Kanst, Thomas W. Head. Ship flowers to chairman, 162 North Wabash avenue, Chicago, Ill.

Shipments should be made to arrive by 2 p. m. on examination days to receive attention from the committee. Must be prepaid to destination and an entry fee of \$2.00 should be forwarded to the secretary not later than Tuesday of the week they are to be examined, or it may accompany the blooms.

Seedlings and sports are both eligible to be shown before these committees, provided the raiser has given them two years' trial to determine their true character—not less than six blooms of each variety to be shown. Special attention is called to the rule that sports to receive a certificate must

## THE HORTICULTURAL CATALOG

A MONTHLY MAGAZINE FOR  
WESTERN NURSERYMEN  
FLORISTS, SEEDSMEN

Contains alphabetical listings of  
available surplus stock, etc.  
\$1.00 per year. Foreign \$1.50

THE HORTICULTURAL CATALOG  
LOS ANGELES, CALIFORNIA

pass at least three of the five committees.

The committees will be in session to examine such exhibits as may be submitted on each Saturday during October and November, the dates of which will be October 5, 12, 19, 26 and November 2, 9, 16, 23, 30.

CHAS. W. JOHNSON, Secy.,  
2242 W. 109th Street,  
Chicago, Illinois.

#### SOCIETY OF AMERICAN FLORISTS

President Chas. H. Totty has appointed the following Committee on Credits and Collections: Robert C. Kerr, chairman, Houston, Texas, Southern retail representative; Frederick Lautenschlager, secretary, Chicago, Ill., C. L. Washburn, Chicago, Ill., Western commission representative; Philip Breitmeyer, Detroit, Mich., Western retail representative; Frank X. Stuppy, St. Joseph, Mo., Western growers' representative; S. S. Pennock, Philadelphia, Pa., Eastern representative.

JOHN YOUNG, Secy.

### During Recess

#### CHICAGO BOWLING CENTRALS, KAADS LEAGUE

	1st Game	2d Game	3d Game
Lorman .....	181	195	132
Lieberman .....	201	135	126
Huebner .....	202	146	170
Wolf .....	150	170	140
Price .....	177	166	201
Totals .....	911	812	789

#### CENTRALS, N. CHICAGO LEAGUE

	1st Game	2d Game	3d Game
Wolf .....	131	183	140
Martin .....	136	129	136
Huebner .....	155	155	216
Price .....	166	150	183
Lorman .....	157	158	168
Totals .....	745	745	843

#### NEWS NOTES.

Newark, N. J.—The Essex County Florists' Club will meet at Roevers' Hall on Thursday p. m., October 10.

Olean, N. Y.—J. G. Layton has bought the flower store in the Olean House block. M. Oppenheim, the former proprietor is now in the army.

Hannibal, Mo.—The establishment of the Southside Greenhouses has been sold to W. Griffen & Sons. The greenhouses will be re-erected at Oakwood.

Albany, N. Y.—The Albany Florists' Club met at the home of F. A. Danker. They appropriated a sum of money for the Fourth Liberty Loan. Thos. F. Tracey, who has recently returned from his wedding trip, addressed the club. Mr. Tracey is manager of the Albany Cut Flower Exchange.

# Are You Well Prepared for the Winter, Mr. Florist?

## BOXES

Size	Per 100	Size	Per 100
18x5x3 .....	\$2.95	28x8x5 .....	\$7.00
21x5x3 1/2 .....	3.70	30x8x5 .....	8.45
24x5x3 1/2 .....	4.75	36x8x5 .....	10.50
28x5x3 1/2 .....	5.45	30x12x6 .....	11.65
21x8x5 .....	5.45	36x12x6 .....	12.80
30x5x3 1/2 .....	6.10	36x14x6 .....	14.00
24x8x5 .....	6.55		

## Bouquet Boxes

Size	Per 100
19x9x8 .....	\$9.00

## Wreath Boxes

16x16x5 .....	\$8.15	20x20x6 .....	\$11.65
16x16x7 .....	9.00	20x20x9 .....	14.25
18x18x6 .....	10.00	22x22x6 .....	14.00
18x18x8 .....	12.10	23x22x9 .....	17.35

Printing free on orders of 300 or more. Small quantities, \$1.25 per 1000.  
Bronze Ink, \$3.00.

We guarantee that our prices are lower than any of our competitors. Why? We are large manufacturers and sell direct eliminating the jobbers' profit. Give us a trial and be convinced.

## CYCAS

Size	Per 100	Size	Per 100	Size	Per 100
8x12 .....	\$2.90	24x28 .....	7.45	36x40 .....	10.35
12x16 .....	3.60	28x32 .....	8.55	40x44 .....	11.05
16x20 .....	4.75	32x36 .....	9.00	44x48 .....	11.70
20x24 .....	5.85				

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. Take advantage of our low prices, while we have some on hand.

## Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line..	\$7.75	2 Pot Covers with handles..	
12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment	\$10.80	3 Tumblers .....	
		3 Princess Baskets .....	\$7.00
		1 Long Stem Flower Basket	
		3 Cut Flower Baskets .....	

#### ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. Remember, if the goods are not entirely satisfactory, send them back at our expense.

## WAX FLOWERS

Mr. Florist:—Why don't you do the same as other successful florists are doing? Work in artificial Roses, Carnations, Sweet Peas, Callas, Easter Lilies, etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our artificial flowers so that they will look like the natural. For your own sake, just give us a trial order amounting to \$10.00 or \$15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

#### We Are Direct Manufacturers of

CYCAS, BASKETS, WAX FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, SPECIAL FLORAL PIECES, and WIRE FRAMES

We carry a full line of FLORISTS' SUPPLIES

Prices will certainly not be any lower than they are now. Therefore, stock up now for your winter needs and save considerable money.

## BOSTON FLORAL SUPPLY CO.

347-49-51-53-55-57 Cambridge St., BOSTON, MASS.

Prices subject to change without notice



## U. S. DEPARTMENT OF AGRICULTURE.

### New Assistant Secretary Appointed.

Dr. R. A. Pearson has resigned from the position as assistant secretary of agriculture in order that he may resume his duties as president of the Iowa State College of Agriculture and Mechanic Arts. Dr. Pearson came to Washington at the urgent request of Secretary Houston shortly after the United States entered the war, the college having very generously consented to have him assist the department in the handling of the many emergency problems that had arisen. After an absence from the college of nearly a year and a half, Dr. Pearson felt that it was necessary for him to return to his former position and to give his entire time and attention to the affairs of the college.

The nomination of Mr. G. I. Christie, of Indiana, to succeed Mr. Pearson, has been transmitted to the Senate. In April of this year Mr. Christie came to Washington as assistant to the secretary to aid the department in further organizing and developing its farm-labor activities. More recently he has been representing the secretary in the field in connection with loans from the President's special fund to farmers in Montana, North Dakota and Washington.

Mr. Christie was graduated from the Ontario Agricultural College, receiving the degree of B. S. A. He also received the degree of B. S. A. from the Iowa Agricultural College. He was assistant in agronomy, Iowa State College, Ames, Iowa, 1903-1905; assistant in soils and crops, 1905-1906; and he has been superintendent of agricultural extension work in Indiana since 1906. He is a member of the National Educational Association, the Indiana Corn Growers' Association, the National Seed Analysts' Association, and the Association for the Promotion of Agricultural Teaching. He was superintendent of the Indiana agricultural exhibits at the Panama Exposition, and was chairman of the agricultural committee of the Indiana centennial celebration in 1916.

### To Show Killing Frost in Fall.

The Weather Bureau will publish this fall in its National Weather and Crop Bulletin a series of charts showing for the country east of the Rocky Mountains the southward progress of the earliest killing-frost date line and the total area covered by killing frost to the date of each issue. These charts are expected to be of much interest and value, as they will indicate the time of the ending of the growing season for summer crops this

year in the various sections of the country. Much loss occasionally comes from early frosts, and interest is unusually great this year because of the possibility of frost damage affecting the food supply. The National Weather and Crop Bulletin will be published weekly until October 9, and thereafter monthly.

### TREE HOMAGE.

When we attempted some time ago—vainly, of course—to attract the attention of Bondsmith and his associates in municipal administration to the need of drainage inlets along the Bel-field Avenue Boulevard, we spoke only of the distress and damage done to houses and individuals by accumulating rain-pools. We refrain from saying anything about the numerous noble trees destroyed by this piece of municipal incompetency and neglect. Standing in one pool, a pest-hole and an eyesore of several years, in Fisher's Hollow, there are today five stark and pitiful skeletons which were once, and might still be, things of living beauty. They were once three lovely, spreading beeches, a sturdy, full-bosomed oak, and a towering tulip-poplar. Bondsmith may have read recently in the news of the death of Joyce Kilmer in the trenches in France. We doubt if he is at all familiar with that inspired poet's splendid tribute to "Trees." Since the poem is but 12 lines long, we reprint it here in the hope that Bondsmith may take two minutes from his day, so busy with other things, to read and ponder it:

I think that I shall never see  
A poem lovely as a tree.  
A tree whose hungry mouth is prest  
Against the earth's sweet-flowing breast;  
A tree that looks at God all day  
And lifts her leafy arms to pray;  
A tree that may in summer wear  
A nest of robins in her hair;  
Upon whose bosom snow has lain  
Who intimately lives with rain.  
Poems are made by fools like me,  
But only God can make a tree.

If he was a fool who made the poem,  
what shall we call him who unmakes a  
tree?"

The foregoing clipping from a local daily is a mild whack at the local Tammany of Philadelphia, of course, but it is worth reprinting—the lines about trees meriting enshrinement among our gems of literature.

G. C. W.

Hartford, Conn.—In addition to the persons who donated fruits and vegetables to be sold at the close of the Connecticut fair for the benefit of The Times Tobacco fund for American soldiers in France were the following florists, whose flowers helped to swell the fund: Coombs, Mrs. A. A. Pope, Farmington; Neal Nelson, Maple avenue; East Hartford Gladioli Company; F. H. Pond, Bristol; C. Louis Alling, New Haven; A. B. Goodrich, Glastonbury; C. W. Brown & Son, Ashland, Mass., and W. W. Thomson Company, West Hartford. G. R. Schrivener was superintendent of the floral hall.

## Obituary

### John Enos Blocksidge.

A telegram received in Swampscott, Mass., from the war department in Washington announces that Corp. John E. Blocksidge of Company G, 127th infantry, was killed in action Sept. 2. Corporal Blocksidge was the son of Harry and Mrs. Mary J. Blocksidge. He was born in Toronto, Canada, Aug. 23, 1890, and is survived by his father and mother and one sister, Miss Minnie E. Blocksidge. Corporal Blocksidge went to Camp Devens with a contingent from Division 24, April 27 of the present year and sailed for "overseas" with the command to which he was attached July 8. He was well known in the Phillips Beach and Beach Bluff sections of the town, and his death coming so soon after entering the service of his country comes as a sudden blow to his relatives and friends. No particulars accompanied the telegram announcing his death, but from letters received from him by the members of his family it is known that he was well up on the front line. The death of Corporal Blocksidge will go on the record as the third of Swampscott's sons to be killed in action.

Both John E. Blocksidge and his father Harry Blocksidge have been members of the Gardeners' and Florists' Club for years.

### BUSINESS TROUBLES.

Walter A. Finney, florist, 714 Main street, Leominster, Mass., is a petitioner in bankruptcy. He owes \$1,280 and has no assets.

Dayton, Ohio.—The greenhouse establishment of the Miami Floral Co. will be sold to the highest bidder at the receiver's office in the Schwind building on October 17.

Discontinuance of the city's greenhouse on College Hill at Poughkeepsie, N. Y., as a measure of coal conservation may be adopted by the Board of Public Works when its budget is finally made up. Mayor Butts and President of the Board of Public Works, Alexander C. Dow, admitted Monday afternoon that the question is under consideration. They say it is felt that the greenhouse is in no sense an essential institution, and regrettable as it would be to dispose of the city's many excellent plants, it may be preferable to running the place and burning up a considerable amount of good coal.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Belgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

### Corn Quarantine Regulations

Under provisions of Section 2106 of the general statutes, Governor Holcomb has issued a proclamation prohibiting shipments of ear corn and corn stover from Massachusetts into Connecticut and also similar shipments from any other state if it passes through Massachusetts in transit. In other words only dried shell corn or cooked and preserved corn products may be shipped through or from Massachusetts into Connecticut without first getting written permission from E. H. Jenkins, Director of the Connecticut Agricultural Experiment Station at New Haven. Governor Holcomb was prompted to put on such quarantine regulations because of the appearance in Massachusetts of a very destructive insect known as the European corn borer, *Pyrausta nubilalis* Hubner, which threatens the corn growing industry of the country.

According to Dr. W. E. Britton, State and Station Entomologist, the European corn borer is a very destructive insect. The larvae bore into the stalks and ear of the corn plant. Often, several borers are at work in the same plant, and they go from one stalk to another. Two and probably three generations occur in a season, and the larvae pass the winter in their borrows in the stalks. There is no easy remedy except destroying the infested plants. When corn is cut and packed in the silo, or when green corn of stover is fed to cattle or hogs, the borers will be destroyed. If corn is allowed to stand in the field until the following spring or summer, the borers may emerge and attack other plants. Not only is corn infested but the pest will attack barnyard grass, pigweed, ragweed and a number of other weeds and garden vegetables if growing near the infested corn. The proper disposal or destruction of all such food plants is of the utmost importance.

### LOANS TO FARMERS.

The Federal land banks have made loans to 55,325 farmers, aggregating \$124,877,000.

It is perfectly safe to say that if it had not been for the Federal Farm Loan System, interest rates to farmers

would have been going up and up all through this war. The Federal Farm Loan System has saved the farmers, whether they borrow through it or not.

### CATALOGUES RECEIVED.

Vaughan's Seed Store, Chicago and New York.—Trade Catalogue, Autumn, 1918.

Henry F. Michell Co., Philadelphia, Pa.—Wholesale Price List of Bulbs, etc., for Fall, 1918. A complete exhibit of good things for the trade.

V. Lemoine & Son, Nancy, France.—Autumn, 1918, and Spring, 1919 Catalogue of Choice Nursery and Greenhouse Plants. As interesting and progressive as ever. Several excellent half tone illustrations of Lemoine novelties.

# To Our Bulb Trade

We take this opportunity of advising our trade that after a great many complications, formalities and other shipping encumbrances we were successful in securing the exportation of our **FRENCH GARDEN BULBS** from the Port of **MARSEILLE, FRANCE**. The Garden Bulbs have been shipped on a steamer and will arrive in the United States within a very short time. It gives us great pleasure to be able to notify our clients through this medium that we have been successful in being able to attend to their supplies.

## DREVON TEGELAAR & COMPANY

"Seeds with a Lineage" All Varieties  
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.**, 166 Chamber of Commerce Bldg., Boston, Mass.

## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6-9 ft.,	600	\$7.00
" 9-12 ft.,	400	8.50
Prices ex warehouse New York		
Terms Net cash 30 days.		

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## Freesia Purity

MAMMOTH SIZE

Also 5-8 and up

FREESIA — refracta alba 5-8 inch.  
SWEET WILLIAM — single mixed fine strain.

CYCLAMEN Seed. Finest American grown from the very finest strains.

Prices on Application

### J. M. THORBURN & CO.

53 Barclay Street  
Through to 54 Park Place  
NEW YORK CITY

### PUBLICATION RECEIVED

Bulletin No. 216 of The Maryland State College of Agriculture, Agricultural Experiment Station, College Park, Md., is an exhaustive treatise. 228 pages of the Conditions Detrimental to Seed Production, by J. B. S. Norton and C. E. Leathers. It is an exceedingly timely and valuable contribution at the present time when seed production in this country is fast becoming a vital industry.

## STUMPP & WALTER CO. Seeds and Bulbs

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Towns for Ready Reference. Orders  
transferred by telegram or otherwise  
to any of the firms whose address is  
here given will be promptly and prop-  
erly filled and delivered.

Albany, N. Y.—H. G. Eyres, 106 State St.  
Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 New-  
bury St.  
Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.  
Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan  
Ave. and 31st St.  
Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.  
Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.  
Cleveland, O.—Knoble Bros., 1836 W. 25th  
St.  
Cleveland, O.—The Smith & Feters Co.,  
735 Euclid Ave.  
Denver, Col.—Park Floral Co., 1643  
Broadway.  
Detroit, Mich.—J. Breitmeyer's Sons,  
corner Broadway and Gratiot Ave.  
Fall River, Mass.—Warburton, 495 New  
Boston Rd. and 38 N. Main St.  
Houston, Tex.—Kerr, The Florist.  
Kansas City, Mo.—Samuel Murray, 1017  
Grand Ave.  
New Haven, Conn.—J. N. Champion &  
Co., 1026 Chapel St.  
New York—David Clarke's Sons, 2139-  
2141 Broadway.  
New York—Alex. McConnell, 611 5th Ave.  
New York—Young & Nugent, 42 W. 28th.  
New York—A. T. Bunyard, 413 Madison  
Ave., at 48th St.  
New York—Dards, N. E. corner 44th St.  
and Madison Ave.  
New York—G. E. M. Stumpp, 761 Fifth  
Ave.  
New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.  
New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.  
New York—Max Schling, 785 Fifth Ave.  
Providence, R. I.—Johnston Bros., 38  
Dorrance St.  
Rochester, N. Y.—J. B. Keller Sons, 25  
Clinton Ave. N.

Established 1874

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**WAR SAVING STAMPS.**

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CONSERVATION LAWS.**

Display prominently **PATRI-  
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**DO IT NOW**

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Cor. Broadway and Gratiot Aves.  
DETROIT, MICH.

**Artistic Designs . . .  
High Grade Cut Blooms**

We cover all Michigan points and good  
sections of Ohio, Indiana and Canada.  
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440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
Member Florists' Telegraph Delivery

**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND,** Nahant, Mass.

**WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.  
St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 810 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

## PRESS AGENT GETS BUSY.

Does any florist in town remember selling a large bouquet of goldenrod to a lady who looked like a jealous opera singer? In particular, one who might have had her heart set on making a great Carmen, for instance? the sale was made Thursday and yesterday Marguerita Sylva was willing to admit that the jealous singer had won out in as crafty a piece of jealous revenge as dirty Jack Ransom ever plotted against an innocent ten-twenty-and-thirty blonde heroine.—N. Y. Tele-  
graph.

Olean, N. Y.—J. G. Layton has bought the flower shop in the Olean House. Possession has already been taken. Mr. Layton, who has had 15 years' experience in growing flowers, will be in charge of the green houses, in West State street. He was formerly connected with the Nichlas green houses. Mrs. Minnie Babinger will be in charge of the shop. Mrs. Babinger has had nine years' experience in her line of work, and was formerly connected with the Herron flower shop.

**HESS & SWOBODA**  
FLORISTS  
Telephones 1501 and L 1532  
1415 Farnum St.  
**OMAHA, NEB.**

**MACNAIR**  
Florist  
2 Broad Street, Providence, R. I.

**H. F. A. LANGE**  
WORCESTER, MASS.  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
Association.

**ST. LOUIS, MO.**

**FRED C. WEBER**  
4326-28 Olive St.

Member Florists Telegraph Delivery Association  
NOTICE INITIALS. We have one store only

**THE J. M. GASSER COMPANY,**  
**CLEVELAND**  
Euclid Avenue

The Far-Famed Flowers of  
**TORONTO**  
Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.  
**JOHN H. DUNLOP**  
8-10 West Adelaide St. - TORONTO, ONT

ALBANY, N. Y.

**EYRES**  
Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
106 STATE STREET, ALBANY, N. Y.

**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.  
**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.

**The Park Floral Co.**  
B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.  
Member Florists' Telegraph Delivery  
**DENVER, COLORADO**



Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



## CATTLEYAS

The supply of Orchids is steadily increasing and the flowers that we are offering today are the best we have had for some time. If you place your order for white Orchids in advance, you can always depend on us to be able to supply you.

**THE LEO NIESSEN CO.**

1201 Race Street, PHILADELPHIA, PA.

## TRY Horticulture's Advertisers FIRST

Before Looking Elsewhere

Tell Them You Did So And  
They'll Reciprocate

### EDWARD REID WHOLESALE FLORIST

1619 - 21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

### CHARLES E. MEEHAN

Wholesale Cut Flowers  
Plants, Greens, etc.

5 So. Mole St., PHILADELPHIA, PA.

### GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

### E. G. HILL CO.

Wholesale Florists  
RICHMOND, IND.

Please mention Horticulture when writing.

### MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

### ZECH & MANN

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Oct. 3		ST. LOUIS Sept. 30		PHILA. Sept. 30	
Roses						
Am Beauty, Special	40.00	to 60.00	40.00	to	.....	to 35.00
" " Fancy and Extra	30.00	to 40.00	15.00	to 20.00	.....	to 25.00
" " No. 1 and culls	8.00	to 16.00	8.00	to 10.00	12.00	to 15.00
Russell	16.00	to 25.00	0.00	to 25.00	8.00	to 25.00
Hadley	8.00	to 25.00	2.00	to 15.00	4.00	to 15.00
Euler, Mock	8.00	to 20.00	.....	to	6.00	to 10.00
Arenberg, Hoosier Beauty	8.00	to 20.00	4.00	to 8.00	4.00	to 8.00
Ward, Hillingdon	8.00	to 25.00	3.00	to 6.00	4.00	to 6.00
Killarney, Key, Taft	8.00	to 20.00	3.00	to 8.00	3.00	to 10.00
Ophelia, Sunburst	8.00	to 25.00	4.00	to 8.00	3.00	to 10.00
Carnations	2.00	to 4.00	3.00	to 5.00	3.00	to 4.00
Cattleyas	60.00	to 75.00	.....	to	60.00	to 75.00
Lilies, Longiflorum	16.00	to 25.00	15.00	to 18.00	15.00	to 20.00
Lilies, Speciosum	16.00	to 25.00	.....	to	5.00	to 7.00
Lily of the Valley	6.00	to 10.00	.....	to 8.00	.....	to
Snapdragon	.....	to	.....	to	.....	to
Gladioli	2.00	to 5.00	4.00	to 6.00	3.00	to 4.00
Asters	2.00	to 5.00	3.00	to 5.00	3.00	to 4.00
Dahlias	.....	to	4.00	to 20.00	2.00	to 6.00
Calendula	1.00	to 2.00	2.00	to 3.00	.....	to
Chrysanthemums	15.00	to 20.00	12.50	to 25.00	20.00	to 30.00
Gardenias	.....	to	.....	to	.....	to
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to
Smilax	.....	to 35.00	.....	to 25.00	25.00	to
Asparagus Plumosus, & Spreng.	35.00	to 50.00	.....	to 33.00	50.00	to

### WILLIAM F. KASTING Co. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

WHOLESALE  
GROWER of

CUT FLOWERS

### ROBERT DYSART

CERTIFIED PUBLIC ACCOUNTANT

Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . . BOSTON  
Telephone Main 58

### Boston Floral Supply Co.

347-357 Cambridge St., Boston  
Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
ceived one.

### CUT FLOWER BOXES

EDWARDS FOLDING BOX CO  
MANUFACTURERS  
PHILADELPHIA, PA.

## Flower Market Reports

We might with truth re-  
BOSTON peat our market notes  
of last week as a record  
of the present conditions, except per-  
haps that there are a few more yel-  
low chrysanthemums in sight and  
gladioli are about finished, also that  
flowers of outdoor production are more  
difficult to get in acceptable quantity.  
It would be very comforting were we  
able to point to this situation of un-  
common scarcity and unprecedented  
prices for this date as an evidence of  
advancing prosperity for the flower  
trade in general. But it appears that  
mortality calls are the principal  
sources of business and if it were not  
for the ravages of the grip and pneu-  
monia now so serious the flower trade  
would have plenty of leisure time and  
an abundance of material for all calls.  
So there is not very much to gloat  
on, although it is "an ill wind that  
blows nobody good" and the prices  
today of flowers are a godsend to  
many.

Flowers are sold so  
CHICAGO quickly that the whole-  
sale houses look quite  
bare. Almost as soon as they come in  
they are either sold to local trade or  
shipped out, and quite frequently the  
stock is all promised before it reaches  
the market. The cold nights have  
about used up out door stock of some  
kinds and diminished others leaving  
the call for greenhouse flowers larger  
than is usual the first of October.  
Carnations are to be had only in small  
quantities. Asters are becoming less,  
leaving the demand heavier for roses  
with a supply less than normal.  
Chrysanthemums grown here are com-  
ing rather slowly being also affected  
by the cold. Some of the retailers are  
getting their chrysanthemum stock  
from the Pacific coast and they seem to  
be standing their long journey well, at  
least those offered to the public. A  
very heavy demand exists for anything  
suitable for funeral work.

Stock scarce.  
PHILADELPHIA Lots of memorial  
work. Cold weath-  
er. Labor situation. In a few words,  
that sums up the flower market situa-  
tion in this city at present. Roses are  
coming in about the usual quantity for  
this season of the year but on account  
of present conditions they seem on the  
scarce side. The quality is very good.  
The new one, Columbia, as done by  
one of the Pennock growers nearby, is  
especially fine and is a good send-off  
for this "All Hail." Carnations are a  
little improved but that is all that can



# CATTLEYAS

The quality is unusually  
choice, in quantity, with  
us, at

**\$6.00, \$7.50 per dozen**  
**\$40.00, \$50.00 per 100**

## DENDROBIUMS

(WHITE)

**\$9.00 per dozen**

*Everything in Cut Flowers, Plants,  
Greens, Ribbons and Supplies*

Business Hours, 7 A. M. to 5 P. M.

# S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK  
117 W. 28th St.

PHILADELPHIA  
1608-1620 Ludlow St.

BALTIMORE  
Franklin & St. Paul Sts.

WASHINGTON, 1216 H. St., N. W.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Sept. 30		CHICAGO Sept. 30		BUFFALO Sept. 30		PITTSBURG Sept. 30	
<b>Roses</b>								
Am. Beauty, Special	25.00	to 35.00	40.00	to 50.00	25.00	to 30.00	35.00	to 50.00
" " Fancy and Extra	15.00	to 20.00	25.00	to 40.00	10.00	to 20.00	20.00	to 25.00
" " No. 1 and culls	6.00	to 10.00	6.00	to 15.00	3.00	to 8.00	6.00	to 15.00
Russell	0.00	to 15.00	4.00	to 20.00	6.00	to 10.00	4.00	to 15.00
Hadley	0.00	to 12.00	1.00	to 10.00	3.00	to 6.00	1.00	to 10.00
Euler, Mock	6.00	to 12.00	1.00	to 10.00	3.00	to 6.00	4.00	to 15.00
Arenberg, Hoosier Beauty	5.00	to 8.00	3.00	to 10.00	3.00	to 10.00	1.00	to 10.00
Ward, Hillingdon	4.00	to 6.00	3.00	to 8.00	3.00	to 10.00	4.00	to 8.00
Killarney, Key, Taft	3.00	to 6.00	2.00	to 8.00	3.00	to 10.00	4.00	to 10.00
Ophelia, Sunburst	3.00	to 4.00	3.00	to 10.00	3.00	to 10.00	4.00	to 12.00
Carnations	2.00	to 3.00	3.00	to 4.00	2.00	to 3.00	1.00	to 3.00
Cattleyas	60.00	to 75.00	75.00	to 9.00	50.00	to 60.00	1.00	to 75.00
Lilies, Longiflorum	15.00	to 20.00	12.00	to 15.00	10.00	to 12.00	15.00	to 20.00
Lilies, Speciosum	1.00	to 2.00	1.00	to 2.00	4.00	to 6.00	1.00	to 2.00
Lily of the Valley	1.00	to 6.00	4.00	to 8.00	6.00	to 8.00	1.00	to 2.00
Snappdragon	1.00	to 2.00	3.00	to 4.00	2.00	to 4.00	3.00	to 5.00
Gladioli	3.00	to 5.00	3.00	to 5.00	2.00	to 4.00	1.00	to 6.00
Asters	2.00	to 4.00	2.00	to 4.00	1.50	to 2.50	2.00	to 4.00
Dahlias	4.00	to 5.00	1.00	to 2.00	1.00	to 3.00	6.00	to 15.00
Calendula	1.00	to 2.00	2.00	to 3.00	1.00	to 2.00	1.00	to 2.00
Chrysanthemums	1.00	to 15.00	15.00	to 35.00	1.00	to 15.00	15.00	to 40.00
Gardenias	1.00	to 2.00	1.00	to 2.00	1.00	to 2.00	1.00	to 2.00
Adiantum	1.00	to 1.00	1.00	to 2.00	1.00	to 1.50	1.50	to 2.00
Smilax	15.00	to 20.00	15.00	to 18.00	1.00	to 2.00	1.00	to 2.00
Asparagus Plu. & Spreng. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	35.00	to 75.00

be said of them. They cut but little figure. Dahlias are about as last reported; quality all right but no over-supply. Asters and gladioli nearly over. Hydrangea, tritoma and autumnal foliage beginning to loom up as the atmosphere of Indian summer approaches. Native wild asters—especially the charming blue sprays of cordifolia, three feet long, are a feature. The fellow with a good crop of lilies is "it" just now. These are bringing anywhere from fifteen to twenty-five according to quality. No lily of the valley to speak of. Cattleyas a little more plentiful. Some nice white dendrobiums are being offered.

The market is fair-  
ROCHESTER, ly active, but the  
N. Y. supply of out-door  
stock is so scarce  
that the most difficult thing has been  
to fill the orders. The recent rains  
have helped to spoil the situation.  
The demand is good for all flowers.  
In roses the supply is medium. Scott  
Key moves well and Columbia is a  
very good seller. Carnations are im-  
proving, but the cut is very light.  
Lilies are in fair supply. Dahlias are  
arriving slowly, but if the frost keeps  
off there will be a good supply.

(Continued on page 351)



**H. E. FROMENT**

Wholesale Commission Florist  
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

**WM. P. FORD**

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut.

Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**

WHOLESALE FLORISTS

53 WEST 28th STREET NEW YORK CITY

Consignments Solicited

Phone Farragut 4386

**WALTER F. SHERIDAN**

Wholesale Commission Dealer in

CHOICE CUT FLOWERS

133 West 28th Street, New York

Telephone—5632-5633 Madison Square

**RIEDEL & MEYER, Inc.**

Wholesale Commission

READY FOR BUSINESS

49 WEST 28th ST. NEW YORK.

**GEO. C. SIEBRECHT**

WHOLESALE FLORIST

109 WEST 28th ST

CONSIGNMENTS SOLICITED

PHONE {608} FARRAGUT NEW YORK

**THE KERVAN CO**

Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies

119 W. 28th St., - - NEW YORK

**WILLIAM H. KUEBLER**

Brooklyn's Foremost and Best

WHOLESALE COMMISSION HOUSE

A First Class Market for all CUT FLOWERS  
28 Willoughby St., Brooklyn, N. Y.

**M. C. FORD**

121 West 28th St., NEW YORK

FINE ROSES, FANCY CARNATIONS

A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

**P. J. SMITH**

WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
LARGEST GROWERS

A full line of Choice Cut Flower Stock for all purposes.

TELEPHONE {2281} FARRAGUT 131 West 28th St., NEW YORK CITY

**ALBANY CUT FLOWER EXCHANGE**

THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.  
WHOLESALE ONLY

SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US

Prices Right. Consignments Solicited. Telephone Connection

**HENRY M. ROBINSON CO. OF NEW YORK**

WHOLESALE FLORISTS

55-57 West 26th Street

Telephones, 12-8510 Madison Square

MAURICE L. GLASS, Treasurer

Consignments Solicited

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Sept. 28 1918		First Part of Week beginning Sept. 30 1918	
American Beauty, Special .....	8.00	to 25.00	10.00	to 30.00
" " Fancy and Extra .....	4.00	to 8.00	6.00	to 10.00
" " No. 1 and culls .....	.50	to 2.00	.50	to 5.00
Russell .....	.50	to 6.00	1.00	to 8.00
Hadley .....	.30	to 6.00	.75	to 6.00
Euler, Mock, Key .....	.50	to 12.00	.75	to 12.00
Arenberg, Hoosier Beauty .....	.50	to 4.00	.50	to 5.00
Ward, Hillingdon .....	.50	to 3.00	.75	to 3.00
Killarney, Taft .....	.50	to 3.00	.75	to 3.00
Ophelia, Sunburst .....	.50	to 5.00	.50	to 6.00
Carnations .....	.75	to 2.00	1.00	to 3.00

**WE WANT MORE SHIPPERS**

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

**REED & KELLER**

122 West 25th St., New York

**Florists' Supplies**

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

H. BAYERSDORFER & CO.

Manufacturers and Importers

1129 Arch St., PHILADELPHIA, PA.

THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**WILLIAM MACKIE**

WHOLESALE FLORIST

105 West 28th Street, NEW YORK

Consignments Solicited

TELEPHONE: FARRAGUT 750

**Wired Toothpicks**

Manufactured by

**W. J. COWEE, Berlin, N. Y.**

10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.

When writing to Advertisers kindly mention Horticulture



## Flower Market Reports

(Continued from page 349)

The weather has turned ST. LOUIS much cooler and in consequence flowers are improving. Outside of considerable funeral work there was little doing. Roses are fairly good in supply but carnations are somewhat scarce. Violets will soon start up. Trade never seems to get into the season until after the first good frost.

### VISITORS' REGISTER.

New York—O. J. Friedman, Chicago, Ill.; P. F. O'Keefe, Boston.

Philadelphia—Patrick O'Mara, Peter Henderson & Co., N. Y. City.

Chicago—A. E. Turner, Mosinee, Wis.; Earl Mann, Richmond, Ind.

Boston—J. J. Karins of H. A. Dreer, Phila.; Vernon T. Sherwood, Charlestown, N. H.

Rochester, N. Y.—George Arnold, Ensinnore, N. Y.; Julius Berg, New York; I. Rosnosky, Chicago.

Chicago—A. E. Turner of Rosin & Turner, Mosinee, Wis.; E. B. Morgan of Addems, Morgan & Co., Paxton, Ill.; Earl Mann of E. G. Hill Co., Richmond, Ind.; John Furrows and bride of Guthrie, Okla.

### LIBERTY DAY.

Saturday, October 12, is the four hundred and twenty-sixth anniversary of the discovery of America. President Wilson has proclaimed it Liberty Day and requests the citizens of every community in the United States—city, town, and countryside—to celebrate the day.

The President, in his proclamation, says:

"Every day the great principles for which we are fighting take fresh hold upon our thought and purposes and make it clearer what the end must be and what we must do to achieve it.

"We now know more certainly than we ever knew before why free men brought the great Nation and Government we love into existence, because it grows clearer and clearer what supreme service it is to be America's privilege to render to the world."

### NEW FLOWER STORES.

Salt Lake City—Miller Floral Co., 10 East Broadway.

Port Huron, Mich.—Mathias Ullenhush, American building.

## J. K. ALLEN

"A BADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

TELEPHONES  
Farragut 167 and 3058

### NEW YORK QUOTATIONS PER 100. To Dealers Only

#### MISCELLANEOUS

	Last Part of Week ending Sept. 28 1918		First Part of Week beginning Sept. 30 1918	
Cattleyas	25.00	to 50.00	25.00	to 50.00
Lilies, Longiflorum	6.00	to 8.00	16.00	to 18.00
Lilies, Speciosum	2.00	to 4.00	2.00	to 4.00
Lily of the Valley	4.00	to 8.00	3.00	to 8.00
Snopdragon	.....	to .....	.....	to .....
Gladioli	2.00	to 4.00	2.00	to 4.00
Asters	.50	to 3.00	.50	to 4.00
Dahlias	.50	to 3.00	.50	to 3.00
Calendula	5.00	to 10.00	..	to .....
Chrysanthemums	1.00	to 3.00	1.50	to 4.00
Grdenias	.....	to .....	.....	to .....
Adiantum	.....	to .....	.25	to .50
Smilax	6.00	to 10.00	6.00	to 10.00
Asparagus Plumosus, & Sprea (100 bunches)	8.00	to 12.00	8.00	to 12.00

### THE MEANING OF YOUR SUBSCRIPTION TO THE FOURTH LIBERTY LOAN.

#### What is the Liberty Loan?

It's forts and it's ships and it's shining guns.

It's squadrons that sweep the sea.

It's all of the circling band of steel

That shall keep all the home shores free.

It's grub and it's warmth for the sailor lad

Far out on the wintry foam.

For the brave jack tar, as he fights afar,

It's the good old "Money from home."

#### What is the Liberty Loan?

It's rifle and helm and it's bayonet, It's shovel and shard and shell

For the soldier boy in the olive drab, Out there on the edge of hell.

It's the soaring wings of the whirring planes

That battle on high alone.

For the lad who is daring "Over there"

It's the good old "Money from home."

#### What is the Liberty Loan?

It's succor and life for a bleeding world.

It's the glimmer of Peace at dawn. It's the strength of a mighty arm to strike.

It's the gleam of a great sword, drawn.

But, more than all, it's the pledge of love

To the lads whom we call "Our own." To the boys on land, afloat, on high,

It's the good old "Money from home."

By RALPH E. McMILLIN.

### GREENHOUSE BUILDING. OR CONTEMPLATED.

Stony Creek, Ont.—J. W. Beaumont, one house.

### "MADE IN U. S. A." MARK

At a meeting of the executive committee of the Merchants' Association of New York, held on September 23, 1918, the following resolution was adopted:

Whereas we believe the best interest of our country are served when all goods manufactured here can be readily identified at all times from goods manufactured elsewhere; and

Whereas we believe that the identification of the country of origin of any goods is facilitated by the use of a single designation of origin; and

Whereas we believe that the designation "Made in U. S. A.," in plain type form, is the best means of identification of goods manufactured in the United States of America: Therefore be it

Resolved, That the Merchants' Association of New York recommends that the designation "Made in U. S. A.," in plain type form, be used by all of its members on all goods manufactured by them in the United States of America, and that the use of all other markings to identify the country of origin of such goods be discontinued.

### VEGETABLE FORCING

By Prof. E. L. Watts

Which has just come from the press. This book was produced in response to numberless inquiries for a practical up-to-date volume on the forcing of vegetables. In our judgment it is the most complete, final and authoritative work on forcing ever issued. The author of this intensely practical book has had a large experience in growing crops under glass. He gives clearly and concisely, complete instructions covering Greenhouse Construction, Soil, Preparation, Insects, Diseases, Marketing, Cropping System, and the growing of all of the most important Vegetable Forcing Crops. The book will be found equally valuable to amateurs and experienced gardeners.

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## LOCAL AND GENERAL NEWS

### CHICAGO.

The florists are evidently keeping up their usual interest in bowling this year and if there is a business men's league as before some will enter that also.

John Furrows, well known young florist of Guthrie, Okla., spent a portion of his honeymoon in Chicago with his bride. Mr. Furrows has many friends and business acquaintances here, all of whom extend congratulations.

A. Cronis, proprietor of the Alpha Floral Co., has taken the Greek Florists so well in hand that his receipt book for the Fourth Liberty Loan shows the names of nearly all his countrymen in the trade. Not that his sales were all to the Greeks, for he has a large number of others and all in on the first day. Trade is good at this store, with funeral work in the lead.

An orchid display is a rare sight these days but the Fleischman Floral Co. indulged in one for their window this week. Above the large sprays towered long stemmed American Beauty roses, another sight not so frequently seen as formerly. All hands are kept busy getting out funeral work. Word has been received of the safe arrival in France of Lieut. Palmer, and two others from this store will soon be on the other side of the water.

A. L. Vaughan says he scarcely recalls an October 1st when the supply of flowers was so limited. A cold September is the cause both in the case of outdoor and greenhouse grown stock. Another feature is the very warm weather a few weeks ago that brought out the roses that ordinarily would be coming now. Mr. Vaughn has been in close touch with the market longer than most men in the wholesale flower business here.

### ROCHESTER, N. Y.

Fred Bohnke has lost a great deal of his crop of carnations through blight.

George T. Boucher has a very attractive window display of fancy crotons.

Mrs. Ruth Jacobs of Rochester Floral Co. has severed her connections with the firm and will take a position with J. B. Keller Sons.

### ST. LOUIS.

Grimm & Gorly had a finely decorated float in the Liberty Loan night parade.

Arthur Wors is now at Southwark Hospital at E. Dulwick, England, but

has written his father that his partner killed the German who wounded him.

Joseph Edward Wors, son of C. W. Wors, met with an accident in the armed Guard of the U. S. Navy. He shot himself in the foot and is at the U. S. Navy Hospital at Brent, France.

### BOSTON.

R. Koppelman, salesman in the flower market went "over there" the latter part of September.

E. J. Welch, son of P. Welch, has been seriously ill with the prevailing Spanish grip, but is now happily on the road to recovery. P. Welch's youngest daughter is also down with the same disease.

An auto truck belonging to John J. Cassidy, the florist, driven by John J. Parker and accompanied by John Hurley, crushed through a fence on River street, Hyde Park, and was ditched in five feet of water. The occupants had a narrow escape.

Even HORTICULTURE has indirectly been a sufferer through the prevailing epidemic of gripe which has prevailed throughout this locality for the past few weeks, the sister of Mabel G. Craig, our bookkeeper, having been numbered among the victims.

### NEW YORK.

Van Zonnefeld Bros. & Philipppo have opened an American office at 18 Broadway.

E. J. Van Reyper, recently with Riedel & Meyer, has taken a position with Geo. C. Siebrecht at 109 W. 28th street.

Stillman, the dahlia specialist has the use of Stumpp & Walter's show window on Barclay street to display his flowers.

Mr. E. C. Vick of the N. Y. Florists' Club publicity committee announces that on Oct. 14th at the meeting of the New York Florists' Club, Edward I. Farrington, of Weymouth Heights, Mass., will give an illustrated lecture on "The Arnold Arboretum, The World's Greatest Tree Museum."

Mr. Farrington will go through the Arboretum from end to end, showing pictures of the different groups of trees and shrubs as they are found along the way, picking out the most interesting and describing them, as well as telling something about their history and the cultivation they require. Mr. Farrington is an entertaining speaker and an enjoyable evening is assured.

### PHILADELPHIA.

We learn with sadness of the death, on Wednesday night last, of the wife of S. S. Skidelsky, after a six days' illness.

The Michell store had their annual exhibit of dahlias and vegetables this week. The display was well arranged, under the expert management of Philip Freud and attracted many visitors. While smaller than usual the quality of both the flowers and vegetables were fully equal to former years.

### FUEL RULING IN WESTCHESTER COUNTY, N. Y.

Paul K. Randall, county fuel administrator of Westchester county, has issued the following statement in regard to the use of fuel in greenhouses during the coming winter:

"This office has been authorized by the United States Fuel Administration to issue the following order:

"No fuel of any description, except wood or peat which does not have to be transported by rail, can be burned in any private greenhouse until further notice from this office, unless the owner of such greenhouse has received a written permit from this office.

"The term 'Private Greenhouse' shall be construed to mean any building in which artificial heat is used to aid in the growing of flowers, plants or winter vegetables where the owner has not been in the habit of growing such flowers, plants or winter vegetables exclusively for profit.

"This order does not prevent the use of fuel after February first for the growing of vegetable plants for transplantation to produce summer vegetables provided that the greenhouse shall be used exclusively for that purpose.

"Any person owning or operating a greenhouse as described above, who violates this regulation shall be liable to penalty as described in the Lever Act."

Mr. Randall added the following explanation of a plan to prevent the loss of rare and costly plants by reason of shutting down on the coal supply in greenhouses.

"It is the intention of this office, if possible to see that no expensive or rare plants which cannot be wintered, shall be lost. To accomplish this, we plan to allow one greenhouse in any



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section to operate and to have all such plants transferred there for the winter. Arrangements for this should be made through this office, but it would be of great assistance to us in carrying out this plan if those persons who are affected by this order would endeavor to make these arrangements themselves, and then apply to this office for the necessary permit."

### WOOD AS SUBSTITUTE FOR COAL

Hickory, oak, beech, hard maple, birch, cherry, ash, longleaf pine, locust and such species have high fuel value in comparison with other woods. One cord of any of these when dry and seasoned weighs about 4,000 pounds and is the equal in fuel value to about one ton of coal, according to a bulletin on the subject issued by the United States Forest Service. Hickory is the best wood to use for a coal substitute. The oaks come next and are followed in order by beech, birch and maple.

## Horticultural Books

For Sale by

### HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D Smith .....	\$0.50
The Chrysanthemum. Herrington .....	.50
Commercial Carnation Culture. Dick .....	1.50
Commercial Rose Culture. Holmes .....	1.50
Violet Culture. Galloway .....	1.50
Greenhouse Construction. Taft ..	1.50
Sweet Peas up to Date. Kerr ..	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kains ..	1.50
Plant Pruning. Kains .....	1.50
Book of Garden Plans. Hamblin ..	2.00
Landscape Design. Hubbard ..	6.00
The Art of Outdoor Rose Growing. Thomas .....	6.00
The Home Vegetable Garden. Krumm .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose .....	1.00
Principles of Floriculture. E. A. White .....	1.75
Foundations of American Grape Culture. Munson .....	2.00
Plant Materials of Decorative Gardening. Trelease .....	1.00
Aristocrats of the Garden. Wilson ..	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes .....	26.00

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600 Winsor; 300 Enchantress; 250 White Enchantress; 150 White Perfection; 150 Matchless; 100 Harry Fenn; 75 Beacon; \$5.00 per 100 for Winsor; \$6.00 per 100 for all the others. Cash with order. Strong plants from field. COREY & BRIGHT, Chapman St., Canton, Mass.

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Strong Divisions, Flava, Kawanso fl. pl., Orangeman, Thunbergii, Florham, Apricot, etc., \$4.00 per 100, \$35.00 per 1000. Cash. PALISADES NURSERIES, INC., Sparkill, N. Y.

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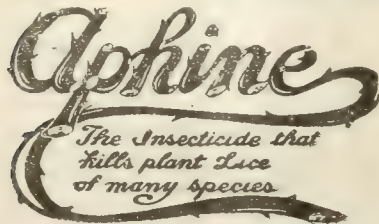
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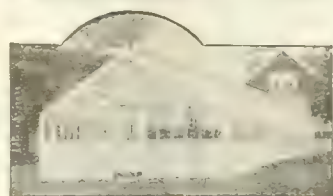
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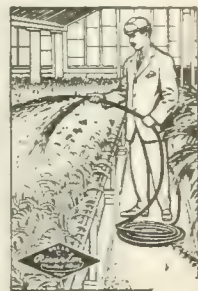
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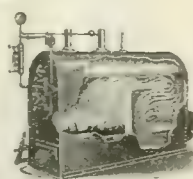


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Lecturer on Horticulture, Columbia University

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# HORTICULTURE

Vol. XXVIII

OCTOBER 12, 1918

No. 15



Hybrid Laelio Cattleya Liberty

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Nephrolepis elegantissima and elegantissima Compacta, 6-inch, 75c. each; 8-inch, \$1.50 each; 10-inch, \$3.00 each; 12-inch, \$5.00 each.

Nephrolepis Harrisii, 8-inch, \$1.50 each.

Nephrolepis Muscosa and Smithii, 5-inch, 75c. each.

Nephrolepis Muscosa and Smithii, 6-inch, \$1.00 each.

Nephrolepis Dwarf Boston, 3½-inch, 25c. each.

Nephrolepis Dwarf Boston, 6-inch, 50c. each.

Nephrolepis Dwarf Boston, 8-inch, \$1.00 each.

**F. R. PIERSON**  
Tarrytown, N. Y.

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**T**HE New Standard Cyclopedia of Horticulture has been freshly written in the light of the most recent research and experience. It is the fullest, the newest, the most authoritative of all works of its kind and constitutes the most conscientious attempt that has ever been made to compress the whole story of our horticultural thought, learning and achievement into one set of books. It is both an Encyclopedia and a Manual.

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# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

On Monday, October 14, there will be on sale throughout this country, and delivered to over half a million homes of the better sort, the November issue of the Metropolitan Magazine. All florists are requested to secure a copy or copies of this number, remove therefrom our campaign page, in two colors, featuring Chrysanthemums, and post it conspicuously in the store windows, or in other places where it will be seen by the public. Such posting will connect any establishment with the magazine publicity and should very materially stimulate a demand for Chrysanthemums, which this season are in unprecedented supply. For the convenience of the trade, our Promotion Bureau has arranged for a supply of these pages, printed only on one side, and will mail two copies, packed in a strong tube, on receipt of ten cents to cover the cost.

This prominent advertisement opens our Fall program for magazine publicity, and to get the best results from it the trade should link up their establishments with the magazine advertising through their own local advertising. It is best done through the use of the electrotypes the Promotion Bureau is supplying, which feature as closely as possible the magazine advertisements. So closely do they match that one of our subscribers actually reports a mail order wherein credit was given him for "Seeing your ad. in the Saturday Evening Post and local papers."

The Thanksgiving and Christmas holidays are to be especially featured in some half-dozen magazines of large circulation, and plate advertisements for local newspapers will be provided; all that is necessary to complete them is the insertion of name and address.

The committees have planned to the last penny the expenditure of the fund at their disposal, which, sad to say, is so short of actual requirements as to make an important part of the publicity arrangements tentative. You, Mr. non-subscriber can help to change this condition very materially.

Of course, we know you are buying Liberty Bonds—the money you pay for them you are lending to the government. Whatever you give to our cam-

paign fund you lend to yourself at an extraordinarily high rate of interest, easily collected.

Cannot you see your way to advance yourself just a little money for your own good?

JOHN YOUNG, Secy.

1170 Broadway,  
New York, October 5th.

## ADVERTISING BEFORE AND AFTER THE WAR

Just let us wander a bit to the time of flower-prosperity about a year before the war: how everybody and everything connected with flowers was up to the high mark, no worrying about stocks, coal, labor, all running along smoothly, no necessity for knowing the cost of producing flowers and plants, easy come and easy go, happy-go-lucky about it all, and then the transformation a year after the war started; shortage of coal to help win the war, releasing of men for war-work, causing a shortage of man-power and shortage of stock caused by the government conditions so essential for winning the war.

Now, how has advertising got anything to do with the conditions mentioned and how does it benefit or retard the industry generally.

Show me the man who was immune from using publicity to aid his business during the interval mentioned and I'll show you that he fell back considerably in his daily report both financially and otherwise. On the contrary, show me the men who are spending money to continue their advertising and publicity and I'll show you the men who are going ahead and creating new business all the time.

Now a peculiar thing happened to me when a question was put to me as to how are we getting on with the help question. Are you getting all the men you need? Strange as it may seem, we have as yet not felt the shortage, but perhaps we may later, although most of our men are past the draft age. However, I maintain that because of advertising our mails bring me many letters from applicants who seek a change in position and having heard of us want to affiliate with a growing concern. Human nature travels that way. Where there is apparent

success, there will the crowd follow. This seems to continue in so many channels both as to salesmen who seek your business also volume of sales. And when conditions are continually changing as in our business at the present regarding present buyers and those of the past it is up to every florist to make known the fact that he has flowers to sell and not to keep.

Advertising is the open sesame between your store and the buying public and the fellow who keeps up an advertising campaign now and after the war will gain the greatest advantage providing he keeps time both in quality of flowers and service rendered.

These qualifications entitle you to get whatever you go after, namely success both as a florist and as a merchant.

Advertising is the stimulant which was so badly needed and which is now coming into its own for the florists generally, and our own National Publicity Campaign will probably be the means of a reawakening for many who have hitherto never felt the need in the sale of flowers, but who now feel the necessity as in all other lines, and hats off to the men in our line who saw the light of day and started this campaign of ours in New York a little over a year ago.

It was the beginning of what some day will be the biggest thing that the florists have ever done in popularizing the uses of flowers.

"Say it with Flowers" has a wonderful future. Watch the growth.

HENRY PENN.

Chairman National Publicity Campaign

## NATIONAL PARK ON MT. DESERT ISLAND.

Establishment of Lafayette National Park on Mt. Desert Island, Maine, is provided in a bill introduced by Senator Hale of Maine and adopted by the United States Senate. It now goes to the House.

A dollar a week for every one of the men in the American Army and Navy. The United War Work Campaign asks for just that much. It means one drive instead of seven. Help it along.



# HORTICULTURE

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**Holland bulbs**

HORTICULTURE hears that several small lots of bulbs have arrived in New York on board the S. S. "Belgic" which docked on Tuesday. Word of arrival of the earlier and larger shipments is anxiously awaited. Under present conditions, no information relative to the movement of vessels while in voyage is permitted; we must await actual arrival, which in this case, it is hoped may be within a few days.

**A serious outlook**

The question of seed stocks of high breeding and standard quality, always a paramount consideration with the seedsman, now looms up as an urgent problem that

must be solved right in this country and immediately, if a most disastrous condition for long time to come is to be escaped. We have been so long dependent upon foreign skill and precision in many classes of vegetable seed supply, for example, that it becomes almost second nature to look for it to materialize, much as we expect the sun to rise every morning, although we know that the land has been laid waste, the men killed or incapacitated and the business dismantled in much of the seed-growing sections of Europe and that chaotic conditions exist generally, and, furthermore, are liable to so continue for years to come. It is reasonable to believe that we in this country can take the lead in most lines of this highly-specialized industry in the near future and keep it permanently, if only its vast importance and far-reaching consequences are sufficiently realized.

**Another hearing on plant embargo**

A circular letter dated October 5th of the Federal Horticultural Board reads as follows:

"In my circular letter of August 29, accompanying the proposed revision of the rules and regulations governing the importation of nursery stock, plants, and seeds into the United States, it was suggested that it might be advisable to call a conference for the discussion of the proposed regulations as outlined in that letter. In order to give ample opportunity for the presentation and discussion of any reasonable objections that may be made to these proposed regulations, the board calls a conference for their final consideration at the Department of Agriculture, Room 11, Federal Horticultural Board, Washington, D. C., at ten o'clock a. m., October 18, 1918. All interested parties are invited to attend this conference."

HORTICULTURE has already taken a strong, and it feels justified position in bringing to the attention of its readers the danger to horticultural trade interests in the proposed drastic exclusion of nearly all the plants which our trade growers have been importing for generations. It matters not whether any infestation has even been found on them, if they have earth at their roots they are to be excluded, as are also many others which are imported without earth. Inoffensive rhododendrons and azaleas will be barred. The fact that they have been imported for a hundred years or longer without causing trouble does not seem to count with the authorities in charge of the situation. These plants will be immediately excluded under the proposed regulations taking effect June 1st. Even if times and conditions were normal it would be difficult to get in sufficient stock of these plants to form a nucleus for propagation, under present disturbances, it is simply impossible within the time allowed. Three to five years as things are now, would be none too much to allow. There are no azaleas available in Belgium now, and before they can be produced there, they will be forbidden entry here. Belgium will have her best market for azaleas, bay trees, palms, camellias, araucarias, rubbers, orchids, etc., closed to her. It will be many years before we can possibly replace these Belgian importations and also rhododendrons with American grown plants. HORTICULTURE does not oppose the exclusion of any plant which is known to carry dangerous pests, but why keep out necessary material which has been coming in for many generations without having caused the slightest injury. HORTICULTURE is strongly opposed, however, to such sweeping measures as are now proposed and again urges those of its readers who will be affected thereby, to register their protest to the Federal Horticultural Board, Washington, D. C., at once.

# OBITUARY.

## Charles Gustavus Roebling.

In the death, on October 5, of Charles Gustavus Roebling, of Trenton, New Jersey, president of the John A. Roebling Sons Company, one of the world's greatest organizations of engineers, floriculture has lost a most eminent enthusiast and patron.

Mr. Roebling was born in Trenton in 1849, and became engaged in the business of his father, the late John A. Roebling, in 1871, becoming active in the progress of the plant from practically its infancy, until it reached the enormous valuation of fifty million dollars, furnishing employment for 8,000 workers, for many years being the head of the enterprise.

In the early eighties Mr. Roebling, as a relaxation from the cares of business, engaged in floriculture as a hobby, specializing in orchids, and it was in orchid culture that he became best known to the trade in both America and Europe. He gathered together a collection of orchids which was recognized as the finest in America, and which compared very favorably with some of the best of the European collections. He spared neither money nor pains to secure the rarest of specimens, the collection eventually requiring about 12,000 ft. of glass to accommodate it. He was known as a successful hybridist, and not a few of his hybrids have found their way into commerce, notably *Cypripedium* Wm. McKinley, *Cypripedium* Pres. Garfield, *Cypripedium* Abraham Lincoln, *Eugopetalum* Roeblingianum and many others. Some of the varieties in his collection were considered as priceless, and he had at all times facilities for hybridization work such as few would consider possible.

He was well known as an exhibitor at our most important shows, and won many prizes. He is remembered as the winner of the second prize at the big orchid show held in Boston in 1910, in competition with the largest commercial firms in the business. He was a regular exhibitor at the flower shows in New York, and any movement looking to the advancement of horticulture had his unstinted support. The town of Roebling, which he founded, very naturally benefited horticulturally through his interested effort, home plantings receiving his especial commendation and encouragement. Every year this prosperous little town held a flower show of no mean order, of which he was patron and leading spirit, and this annual

event evoked much enthusiasm among the population.

The deceased will be greatly missed in horticultural circles, where he was greatly esteemed and looked up to as one who had done much for horticulture in this country. He was very easy of approach and was at all times ready to give time and attention to the many in the trade with whom he was acquainted. It was the privilege of the writer to enjoy business relations with the deceased extending over a period of nearly thirty years, during which time his constancy to his well-chosen hobby was most marked, and his faith in the ultimate appreciation generally of the benefit and pleasure to be derived from the study and practice of horticulture was remarkable in its strength.



PETER CROWE.

Mr. Roebling was a member of the S. A. F. & O. H., of the Horticultural Society of New York, Mass. Horticultural Society, and the Pennsylvania Horticultural Society.

JOS. A. MANDA.

West Orange, N. J.

## Peter Crowe.

One by one, the grand old men of the past generation of florists are rapidly passing into the great Beyond. It is with deep sadness that it now becomes our duty to add to the lengthening list the name of Peter Crowe of Utica, N. Y., one of the most respected and lovable of the profession as a floriculturist and as a gentleman, in business, in his home and among the trade wherever he was known.

Mr. Crowe was born in Limerick, Ireland, seventy-seven years ago. He came to this country at the age of 24, already well versed as a gardener and

after some further experience in commercial and private places in the neighborhood of New York City, established himself in Utica, N. Y., in 1872, and was deservedly successful from the start. He was an expert in rose growing and possessed of excellent judgment and good taste in all details of the flower business. Fifteen years ago he introduced an improved form of *Adiantum* *cuneatum*, under the name of Croweanum, a name which the writer of these lines had the honor of suggesting, and which has taken a permanent place as a favorite frond in the cut flower trade. Mr. Crowe was long a member of the S. A. F., the American Rose Society, N. Y. Florists' Club and other bodies. He was a much-sought judge in the rose displays of the flower shows. The death in 1902 of his son, William J., was a terrible blow to Mr. Crowe which he never ceased to mourn. He leased the rose growing of his greenhouse establishment to Brant Bros. and devoted himself lovingly to his home, his wife, his son's widow and two grand-children of whom he was passionately fond, and who, besides three brothers, survive him. He was laid to rest in Forest Hill Cemetery.

## Nathan R. Graves.

The death of Nathan R. Graves took place at his residence on Saturday, Oct. 5th, 1918, at the age of 45 years and eleven months. Mr. Graves for considerable time had been suffering from the effects of a nervous breakdown. He was an expert horticultural photographer and his pictures have been frequently reproduced in *Horticulture* and in the Park Commission lists. He was born in Syracuse and was educated in the High school and completed his course through the Syracuse University, but for a number of years had lived in Rochester. He was a member of the Rochester Florists' Association, which will feel a severe loss. Besides his wife he leaves one son and three daughters.

## Herbert Meehan.

One of the many victims of the Spanish influenza passed away on October 3rd, in the death of Herbert Meehan, oldest son of Charles E. Meehan of Philadelphia. He was taken sick on Monday and succumbed in about sixty-four hours. He was associated in business with his father at Pelham and Churchville and was a lad of great promise and highly esteemed. The sympathy of the trade goes out in unstinted measure to his sorrowing family.



## FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

At its meeting at Hotel Hollenden in Cleveland, Ohio, Secretary Pochelon made the following report:

### Report of Secretary A. Pochelon.

Mr. President, Ladies, F. T. D. Members, Retail Florists and Friends:

Our worthy President, Wm. F. Gude, has instructed me not to read a long tiresome paper but read you a few lines from The Cleveland Plain Dealer. I have never had the pleasure of watching our Cleveland boys at the card table do any "plain dealing," but I can thoroughly assure you that they can trim other florists good and plain in bowling. I hope that when I get through you will all walk up the sawdust trail in true Billy Sunday style to the pulpit and solemnly swear allegiance to our organization and that you will faithfully promise to go home from this Cleveland meeting to work, co-operate and preach the gospel of the F. T. D. to your fellow-florists.

The text of my sermon today will be "The F. T. D. Canal Boat." The Canal Boat F. T. D. was sailed by that able captain, J. A. Valentine, but it was a cumbersome affair. The crew he had to work this boat with was absolutely too small, and he had to carry too large a number of passengers who even in the roughest kind of weather would not give a helping. His annual allowance was only about \$205.00 and no one can blame him for becoming downhearted and tired of his job. He appointed Irwin Bertermann as captain who looked for a new crew to sail this boat.

Captain Bertermann and crew took it into their own hands to sell this old boat over the heads of the directors and bought a great lake steamer, which many of our members thought was just a pleasure steamer, and more and more passengers were crowded on board of the ship with very little increase in the crew.

This F. T. D. ship was sailed around the great lakes and prospered and finally stopped at Chicago and Captain Gude was appointed at that most enthusiastic meeting in the hot month of August on the hottest day of the year during S. A. F. Convention at Houston, Texas.

He soon felt that we ought to have a good sized ocean-going boat to carry our passengers which by that time numbered five hundred and the crew about 50. Things were going along fairly well with the exception of here and there a sneaky submarine or the noise of an under mine explosion, and after sailing for about one year he could find his bearings almost blindfolded. He called a meeting in Detroit for all the directors and stock holders of the F. T. D. ship and this meeting was so enthusiastic that he accepted the captaincy for another year. After consulting with Purser Will L. Rock he said the time would soon be here when we would buy a boat of a still better type, and behold last week orders came from Washington that our F. T. D. ship from the Cleveland meet-

ings on, shall, as it ought to, measure up to the spirit of our great country.

Can you find a better or more courageous captain than Capt. Bill Gude? And while we are at war would we make such a sad mistake as to change our President in this country? No. Would you think it wise to change presidents in our F. T. D. work. No. Rather than make a change become a volunteer in his crew. Become a worker like his first mate, Philip Breitmeyer.

Our membership has not increased the way it ought to, comparing the great amount of new business we have developed not alone for our own members but for all retail florists around the country and it is strange to say that we all, on many occasions, have to send or to fill orders for retailers who are not members. Why, Oh! Why does it take so long for some of them to join us?

I have almost come to the conclusion that even with the great Publicity Campaign of the S. A. F. many retail florist do not as yet see what great benefit they are deriving from this work and money that is being spent by others. I think they ought to almost feel ashamed in not doing their bit to help carry the burden.

The Slogan "Say it with Flowers" has become a valuable asset to every man and woman who grows or sells flowers and no better advertisement could be gotten up for publicity from florist to the people. But a different publicity we must adopt from florist to florist and the only proper and feasible slogan that comes to my mind is "To say it with a club."

There are several ways of carrying on such publicity. The most direct and best of all is one that only costs our members a little co-operation and very little work. How many times are you compelled to send an order to a retailer in a town where we have no member and how many times do you receive orders from retailers who are not members? Just there and then is the time for you to strike: Write him a note and ask him why he does not join work with us. At the same time put his address on a postal card and notify your secretary.

The second way of reaching the retail florist is by publicity through the trade papers, and every time one of our members states that his business from out-of-town sources has grown to a larger amount than last year you are setting some retailer to thinking.

The third is by keeping him supplied with our membership list and literature from The F. T. D. office. Some have taken three, four and five years before they finally joined, but a number of good retailers have promised to join us six and seven years ago and still they are not with us.

We have lost members. Some are overseas today and doing their best to help our Country. Some have been forced out of business. Some have just given out through loss of help. The answers to our questionnaires can

tell volumes about the help situation. Our help is "over there" fighting the battle for us and it is our foremost duty to "keep the home fires burning" and keep things agoing so that when they come back they will find their places open for them again.

A few days ago we lost our F. T. D. member at Edwardsville, Ill., Mr. Ammann who is our president-elect of the S. A. F.; he closed his shop for patriotic reasons. Ladies and gentlemen, if our F. T. D. president would do anything like that I would almost be tempted to call him a slacker. The example set by Mr. Ammann is to be regretted. No matter how much our profession has to suffer through war, let's still "keep the home fires burning," and never let your courage fail you.

At all times be lenient with your fellow-florist if he is the kind who deserves leniency; at the same time be on your guard and watch the charges on your books. We all have to be a little more conservative in order to be fully prepared for the immense amount of trade which we will undoubtedly get, after the boys come back.

Can any of us write a letter of appreciation better than to "Say it with Flowers?" Every kind of celebration will "Say it with Flowers." To every convalescent sailor or soldier boy we will "Say it with Flowers."

Our Membership represents in the neighborhood of 400 towns. Has anyone of you an idea of how many towns we have in this great Country? There are: 2996 towns of 1000 to 3000; 711 towns of 3000 to 5000; 599 towns of 5000 to 10,000; 351 towns of 25,000; 182 towns of 25,000 to 100,000; 42 towns of 100,000 to 500,000; 9 towns of 500,000 and over.

I have correct and more detailed figures for the various States, etc., and will give you these later. Can you tell me that there are any towns in the United States and Canada today that have not one florist? I doubt it. Now let's all get together and see whether we can not enlist some of them. You will perhaps tell me that there are so many little florists who in your opinion do not amount to much, yet do not forget that any or all of them can and will sooner or later send out-of-town orders for you and me to fill. Many times we need them for orders that would not have time enough to ship from some larger florist. It is time that instead of finding fault with smaller florists' concerns we help and educate them to see things our way. I know that some of these so-called smaller towns florists are on a better and more up-to-date footing than some of our well known and old established firms are. The F. T. D. will not stop until we have enlisted every good reliable retailer in all towns small or large.

The F. T. D. will not wait for the local members' indorsement of a new prospective member in any town as there is too much small petty jealousy, and many a good member on our list today would not be an F. T. D.



member if we had gone by the recommendation or judgment of other F. T. D. members. If you would only know what co-operation and concerted efforts in our line of business by all retailers in one town can do, you would never talk of a "competitor" again; there would not be such a thing, but only friends in the same line of business. In a great many towns, florists do not even know each other, for if they did they would find out soon enough that none of them are as black as the other one thought he was.

Other F. T. D. members say "we will not have anything to do with Greek florists." Ladies and gentlemen, we have in this country no English, German or Greek florists; the time has come where we only have American florists and Canadian florists, and what are they all out for if not for the sole purpose of increasing the sale of flowers or to get the public to "Say it with Flowers." A good deal of criticism comes into our office on account of slow remittances. No one but yourself is to blame. The credit system in the florist business was about the poorest piece of guesswork that ever existed and only through steady and everlasting education can this ever be remedied. The greatest help of late has been the tightening of credits in all business branches and the average florist, today, is waking to the fact that he was a great big fool. There are still some to whom you send an order and in about six months you may get a bill and then perhaps find they have made a delivery for you. They will tell every traveling man that so and so owes them a bill, but why they do not send a bill immediately after delivery is made, is absolutely beyond my understanding. Some go even so far as sending their customers a bill only once a year because they are afraid that they will lose a customer if they send a bill promptly.

Does this kind of florist ever figure that if he had all the money that is owed by his customers loaned out on 6 per cent. or on Liberty Bonds he would have money enough to attend a good F. T. D. meeting and have money left and experienced gained?

#### The Amount of Business Increase Gained Through Membership in the F. T. D.

The greatest surprise in regard to this question has been revealed to me. Out of our entire membership there are not more than twenty-five who can actually tell what amount of out-of-town business they are doing annually. It is small wonder to me now that our organization is not more fully appreciated. Those few whose answers were in figures, I can safely state are the florists whom you hear mentioned as being successful in all different departments of their business. Some day our members will get down to actual figures and we will be able to tell what has been accomplished. In most cases they have roughly guessed at it. I will relate a few specific figures. Here is one amount of business for the last twelve months:

913 orders received amounting to \$3,909.03, averaging each order \$4.25. 773 orders sent out amounting to \$4,829.27, averaging each order \$6.25.

This means a total volume of new

business of \$8,738.30 for one year. Six or seven years ago I doubt whether this party had more than \$500 or \$600 worth of this kind of business. The party in question pays \$20 annual dues and naturally he is in a large city.

Do not think that where there are a good many F. T. D. members in one town that any one gets the lion's share, but if he does get it, it is for the simple reason that he sends out a great many orders on the reciprocity act. Study how you can manage to send out more orders than anyone else in your town and your figures will climb upwards from year to year. There are some of our members' figures that run away over the \$10,000 mark and even in some of the smaller towns they have big figures to show.

One man said in one of the trade papers, that the amount of F. T. D. exchange orders was about two million dollars per year. I think that it is even more than that, but anyhow he started something. A lot of our members wrote to the F. T. D. office and stated that they did not get their share. I had but one answer for all and that was:—How much and how many orders have you sent out? Remember in the F. T. D. you first must learn to put your share of work in before you can expect to get results.

Our Finances of the F. T. D. are in fine shape when you remember that seven years ago our income annually was \$205, and we were then about \$385 to the bad for the year. We have today in our guarantee fund nearly \$9,000 invested safely by our treasurer in Liberty Bonds and other securities. We have bought \$1,000 in Liberty Bonds from Kansas City, the home of our treasurer, Mr. Rock. We have purchased \$500 in Washington, the home of our president, Mr. Gude, and we will this year buy \$500 worth of the Fourth Liberty Loan in Detroit the home of your secretary and \$500 will be bought in Cleveland the home of our hosts.

To show you the progress our little organization has made let me tell you that in the month of September the secretary's office forwarded to the treasurer the neat little sum of \$3,879.50; pretty good for one month. This is the largest sum ever sent to the treasurer at one time. Our guarantee fund is intact and amounts today to \$9,000.

You perhaps wish to know what we are doing with all the money we get hold of. We blow it all in as fast as we get it with the exception of our income, towards the guarantee fund. All other incomes are spent for your benefit to the best of our ability. We have shown you results and have it from your own figures returned in the questionnaires. If all your investments will bring you as good results as your little annual dues in the F. T. D. bring you, you can safely congratulate yourself. All officers of the F. T. D. have done all their work for you, benefit and have done it voluntarily for the past eight years. They had to stand some abuse and criticism, but they have fought your fight and feel that at last they are getting a little appreciation.

#### The F. T. D. Clearing House.

The F. T. D. clearing house has had

a very busy season for the past twelve months, but has not had any serious trouble, because usually one letter from The F. T. D. clearing house brings results with both members or non-members; 90 per cent. of bills sent into the clearing house are paid. In most cases it is negligence or, as it happens a little financial trouble on account of present conditions, but one remarkable feature is we hardly ever get a bill through the clearing house or have to collect from our Canadian members and I do hope they will enlighten all American retail florists on this subject.

Hundreds of bills have gone through the clearing house and our records are open only to our members as every discretion must be used to forestall legal trouble. Many retail florists and even some of our members have been taught to follow the straight and narrow path and the golden rule of paying bills promptly, and today many of them do not have their credit questioned for one minute. It is a great deal better policy to cure such evil than to kill and destroy a man's business. Let us rather help a brother member, providing he is of the kind who deserves help, than to give him another kick if he has been a little more unfortunate than we have. In nine out of ten cases we will be rewarded and make a very good member for our organization out of him.

One of the questions that was left out of the questionnaire was to be—Do you believe that this clearing house system can be made to be of greatest value to our membership? I personally would say, yes; for the reason that it is a step in the right direction to make cleaner and better business relations. It will also have the greatest and best effect on all retailers who are not F. T. D. members and will help to win some of them to join and work with us.

The correspondence in our F. T. D. files in regards to collections will speak volumes. No one has the slightest idea what an immense pressure we can put behind our organization, and I can safely state that the time will come when all good retailers must be F. T. D. members, not alone for the sake of sending and receiving orders, but for the sake of establishing a credit with all F. T. D. members, and for our own protection. I can see the time coming when we will only fill orders for F. T. D. members.

#### THOUGHTS AS YOU GO ALONG DAILY.

President Wilson is doing his best to make the world safe for Democracy. Let the F. T. D. make all retail florists safe for our profession.

At the Peace Conference table they will adopt our slogan, "Say it with Flowers," with the slight change of "Say it with a Club trimmed with Flowers."

F. T. D. is like a religion. If you do not work sincerely and believe in it heartily you will get no more benefit from it than some of you who belong to a church but do not attend; work and co-operate with your church.

When I first thought of sending out



the questionnaire I had absolutely no idea of starting a guessing contest but evidently the large number of our members thought that this is what I meant. But let me tell you, you showed me more plainly than ever that 80 per cent. of our retail florists are still running their shops on the "Guess-work System" and it is small wonder that a good many don't even know whether a certain bill is paid or not. Remember that in all respects we have long out-guessed you and we will sooner or later get you to work or fight at least for your own business. The F. T. D. is doing its best to make your business better, increase your sales of flowers and you will not even give us a helping hand.

The sending out of our questionnaire has also helped the Publicity Fund. Several of our members have sent in their checks which were immediately sent on to Mr. Young. But what is still better, most of the members who have not paid anything towards the Publicity Fund have promised to do so as soon as possible.

The Committee on the S. A. F. Publicity, I would like to advise to show more consideration to our Canadian F. T. D. members who have come forward with liberal subscriptions. Why not spread our National Campaign money also over in Canada.

We must also remember in all advertising features to be sure and "Say it with Flowers" in the U. S. and Canada. I notice in a great many writeups in the trade papers Canada is left out. This must be overcome and our Canadian F. T. D. members must be shown consideration. Total sales of flowers in the Dominion of Canada today are larger than in England, Scotland, Wales and Ireland. Total sales in the United States and Canada are larger than in all Europe.

Our profession has forged itself away ahead of Europe. Our trade papers are of much greater instructive and constructive value than any trade papers of other countries.

Twenty-five per cent discount proposition should not be tolerated, and anyone receiving such orders or giving such orders or even letters in regard to it, should immediately and directly criticise such proposals. One retailer, not an F. T. D. member, started this 25 per cent. The following week another from the same town followed suit. I am glad to state that our entire F. T. D. membership stands solid against such business methods and has condemned it bitterly.

F. T. D. window displays and prize competition are worthy of a great deal of recognition and it surely gives our out-of-town service a great deal of publicity.

Rotary florists, Kiwanis, and other business men's clubs are great fields for our out-of-town service.

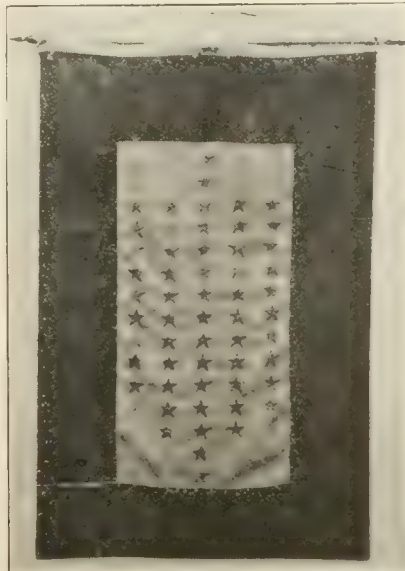
How can we overcome the great many kicks about sending small orders such as \$1.00, \$2.00 or \$3.00 to be delivered in large towns?

The F. T. D. emblem is too much advertised to change. Improve on it and you will be better off.

## CLUBS AND SOCIETIES

### ST. LOUIS FLORISTS' CLUB ROLL OF HONOR.

President August H. Hummert of the St. Louis Florist Club has presented it with a service flag containing fifty-seven stars representing those who have been associated with the florists trade and who have joined the colors from that city.



Alexander, F.  
Bourdette, Andre  
Beneke, Wilbert  
Bone, Wm.  
Bova, Anton  
Berger, Wm.  
Edwards, W. J., Jr.  
Ellis, W. J., Jr.  
Fullgraf, Chas.  
Fauder, Peter  
Foster, F. J., Jr.  
Foster, Raymond  
Giebel, Carl  
Grossart, Fred  
Heil, Paul  
Henke, Walter  
Hammer, Rolla  
Horst, L. J.  
Klinger, Otto  
Keubner, A.  
Kern, Ed.  
Kohl, P. A.  
Stratmann, Leo  
Schoer, Alfred  
Luft, George  
Berger, Wm.  
Butterfield, A. J.  
Hermle, Alb.  
Pautler, Steve

Pautler, Ray  
Knoll, John  
Knoll, Herman  
Litzinger, Wm.  
Morhann, Fred  
Monteith, James  
Meier, Carroll  
Pedlow, Geo.  
Ruskin, Wm.  
Schlechter, Harry  
Steidel, John, Jr.  
Steidel, Adolph  
Steidel, Chas.  
Sanders, Edgar  
Stroetintz, Joe  
Tubbesing, Richard  
Tubbesing, Chas.  
Ude, Paul  
Ude, Martin  
Willis, Leo  
Young, Raymond  
Stuertz, Walter  
Tucker, Clifford  
Gross, Chas.  
Jablonsky, A.  
Wors, Chas. W.  
Wors, Arthur H.  
Wors, Joseph

meeting as soon as the restrictions are raised and it is hoped that the conference may be called for early in November.

M. C. EBEL, Secy.

### HORTICULTURAL SOCIETY OF NEW YORK.

#### Fall Flower Show

The Annual Fall Exhibition of this society will be held November 7 to 10, both inclusive, at the American Museum of Natural History. Prizes are offered for chrysanthemums, roses, carnations, stove and greenhouse foliage and flowering plants, orchids, vegetables and fruit.

Vegetables and fruits have been included in the premium-list, and attractive prizes are offered for exhibits of both. It is desired to make these a feature of the show, to help and show our interest in the war garden movement. All growers of vegetables and fruits are therefore urged to exhibit.

For the largest and best collection of vegetables, arranged for effect, a first prize of \$50 is offered, and a second prize of \$35; this class is open to all. For a collection of twelve vegetables, arranged for effect, a prize of \$25 is offered for the best exhibit, and \$15 for the second; this is restricted to non-commercial growers.

The largest and best collection of outdoor grown fruits will receive a prize of \$15, and the second best one of \$10. For the best two bunches of black grapes \$10 is offered for the first, and \$5 for the second. Like prizes are also offered for two bunches of white grapes. For two melons prizes of \$5 and \$3 are offered. The above fruit prizes are restricted to non-commercial growers.

Recognizing the importance of canning in the economy of the country, prizes, for non-commercial growers only, are offered for both vegetables and fruits preserved in glass jars. For vegetables the prizes are: First, \$15; second, \$10. For fruits the following prizes are offered: First \$15; second \$10.

It is desirable to give the vegetables and fruits features as wide publicity as possible, so as to bring together a large exhibit, thus making competition keen.

The Horticultural Society of New York offers its Silver Cup, valued at \$100, for the best collection of Bush Chrysanthemum Plants.

### BOSTON GARDENERS' CONFERENCE POSTPONED

Owing to the epidemic of Spanish influenza, prevailing in Massachusetts, which is prohibiting the holding of public meetings, it has been found necessary to postpone the New England gardeners' conference which was to have been held in the city of Boston on the 18th of this month under the auspices of the Boston members of the National Association of Gardeners. Another date will be arranged for the

The Garden Magazine offers its Silver Achievement Medal for the best exhibit in the show; bush chrysanthemum plants are not eligible for this prize.

Schedules are now ready for distribution, and will be sent on application to the secretary, George V. Nash, Mansion, New York Botanical Garden, Bronx Park, N. Y. City.

GEORGE V. NASH, Secy.

#### HYBRID LAELIO—CATTLEYA LIBERTY.

The beautiful orchid which furnishes the subject for our cover page illustration this week is one of the \$10,000 collection in the possession of the Julius Roehrs Company at Rutherford, N. J. The collection consists of one hundred plants, all very rare which has taken many years to gather together. In it are included species of the best forms and color, and hybrids made from the species in this collection. A few of the varieties are Cattleya Trianae var. The President, Cattleya Golden King, Cattleya Percivaliana var. Gen. Pershing, Cattleya Hardyana Rutherford. In fact every plant is of the highest order.

The photograph shows the form of the flower of Laelio-Cattleya Liberty. But the color must be seen to be appreciated. The whole flower except the labellum is rich yellow. The throat of the labellum is bronzy red with radiating orange, yellow veinings opening out to a full deep pink lip.

Messrs. Roehrs have about 15,000 seedling Cattleyas and laelio-cattleyas four to five years old, and innumerable thousands, one, two or three years old and it is to be expected that they will flower some wonders in the near future.

Mr. Edward Roehrs has compiled a complete list of all hybrids including cattleyas, laelio-cattleyas brasso-cattleyas and brasso-laelio-cattleyas up to date—July, 1918—and if any grower should flower a new hybrid he can and gladly will inform him whether a similar cross has been flowered or not, named or not named. This collection is becoming more and more interesting every day.

The following genealogical information regarding the origin of Laelio-Cattleya Liberty will be of interest to our orchid experts:

Laelia Cattleya Liberty  
 Cat. Dowiana x Laelio x anthina  
 C. Bicolor x C. Dowiana  
     L. C. Ophir x C. Dowiana  
     C. Iris                      L. C. Thyone  
     L. C. Liberty

#### CONFERENCE ON NURSERY IMPORT REGULATIONS

In my circular letter of August 29 accompanying the proposed revision of the Rules and Regulations governing the importation of Nursery Stock, Plants, and Seeds into the United States, it was suggested that it might be advisable to call a conference for the discussion of the proposed regulations as outlined in that letter. In order to give ample opportunity for the presentation and discussion of any reasonable objections that may be made to these proposed regulations, the Board calls a conference for their final consideration at the Department of Agriculture, Room 11, Federal Horticultural Board, Washington, D. C., at ten o'clock a. m., October 18, 1918. All interested parties are invited to attend this conference.

Yours very truly,

C. L. MARLETT,  
 Chairman of Board.

#### LIST OF PREMIUMS WON AT MICHELL'S EXHIBIT, PHILADELPHIA.

Potatoes—1st, David R. Aiken, Rosemont, Pa.; 2nd, John Park, Sharon Hill, Pa.

Tomatoes—1st, David R. Aiken; 2nd, Wm. S. Ellis, Bryn Mawr, Pa.; 3rd, Robt. J. Morrow, Chestnut Hill, Pa.

Carrots—1st, David R. Aiken; 2nd, Robt. J. Morrow.

Beets—1st, Wm. S. Ellis; 2nd, David R. Aiken.

Lettuce—1st, Wm. S. Ellis.

Onions—1st, Wm. S. Ellis; 2nd, David R. Aiken.

Egg Plants—1st, David R. Aiken.

Sugar Corn—1st, David R. Aiken; 2nd, Wm. S. Ellis.

White Double Dahlias—1st, Robt. J. Morrow.

Yellow Double Dahlias—1st, Robt. J. Morrow; 2nd, James Fox, Wyncote, Pa.

Pink Double Dahlias—1st, Mrs. Louis Neilson, St. David's, Pa.; 2nd, Robt. J. Morrow.

Any Color Dahlias—1st, Mrs. Louis Neilson, St. David's, Pa.; 2nd, Wm. Robertson, Jenkintown, Pa.

Double Mixed Dahlias—1st, J. M. Foot, Jr., Collingswood, N. J.; 2nd, Mrs. Louis Neilson, St. David's, Pa.

Best Vases Mixed Hardy Flowers—1st, David R. Aiken; 2nd, Mrs. Louis Neilson.

Single Mixed Dahlias—1st, James Fox, Wyncote, Pa.

Vase Cactus Dahlias—1st, Mrs. Louis Neilson; 2nd, Robt. J. Morrow.

**Snow Queen Canna**  
 Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for **SWASTIKA BRAND CANNAS.**  
**The CONARD & JONES CO. [SWASTIKA] WEST GROVE PENN., U.S.A.**  
 Robert Pyle, Pres. Antoine Winter, Vice-Pres.  
*We are subscribers to the Nurserymen's Fund for Market Development*

**CHARLES H. TOTTY**  
**CHRYSANTHEMUMS**  
**MADISON, N. J.**

**BOBBINK & ATKINS**  
**NURSERYMEN, FLORISTS, PLANTERS**  
**RUTHERFORD, NEW JERSEY**  
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**NURSERY STOCK**  
 Fruit and Ornamental Trees, Shrubs, Small Fruits, Clematis, Evergreens and Roses.  
 Write for Trade List  
**W. & T. SMITH COMPANY, Geneva, N. Y.**  
*We are subscribers to the Nurserymen's Fund for Market Development*

**HOLLAND NURSERIES**  
**BEST HARDY RHODODENDRONS, AZALEAS, CONIFERS, CLEMATIS, H. P. ROSES, SHRUBS AND HERBACEOUS PLANTS.**

**P. OUWERKERK,** 216 June Street, Weehawken Heights  
 P. O. No. 1 Hoboken, N. J.

**CHRYSANTHEMUM SPECIALISTS**  
**ELMER D. SMITH & CO.**  
**ADRIAN, MICH.**

#### FERNS

Bench grown stock ready for six and eight inch pots—price 35c. and 50c.—varieties **BOSTONS, ROOSEVELTS, WHITMANII** and **TEDDY, JR.**

**H. H. BARROWS, Whitman, Mass.**

Vase Gladiolus—1st, David R. Aiken; 2nd, Wm. Robertson.

Dahlia, "Mrs. H. B. Rosengarten"—1st, Mrs. Louis Neilson.

Dahlia, "Gypsy"—1st, Mrs. Louis Neilson.

Best Collection Vegetables, Ten Varieties—1st, David R. Aiken; 2nd, John Park.

The American Dahlia Society will have a meeting at the Hotel Grand, New York city, on Nov. 6, this being the date for the chrysanthemum show of the American Institute and the Chrysanthemum Society of America.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Vegetable Seed Export inquiry.

The Seed Reporting Service of the Bureau of Markets frequently is called upon to advise the War Trade Board relative to the granting of licenses for the export of vegetable seeds. In order that this might be done intelligently and expeditiously, it seemed desirable at this time to ascertain facts as to the kinds and total quantities of vegetable seeds for which export licenses are desired. These facts will be considered in connection with information as to the available supplies and probable consumption, and can be used as a basis for advising the War Trade Board relative to granting export licenses. With this end in view an inquiry has been made by the Seed Reporting Service as to the exports of vegetable seeds to Canada, our other allies, and neutral countries.

This inquiry has been sent to large seedsmen and exporters of vegetable seeds. The major part of these reports, which were of a purely voluntary nature, has been received and partially tabulated. Among the questions asked in this inquiry were: (1) Quantities of seed exported during year ending July 1, 1918; (2) bona fide export orders received for shipment between July 1, 1918, and July 1, 1919; (3) quantity covered by question 2 which was shipped between July 1, 1918, and September 15, 1918. (4) probable export shipments on orders covered by question two, for which export licenses will be requested, to be made between September 15, 1918, and July 1, 1919; (5) estimated probable quantity of seed which will be exported on which orders have not been received; and (6) percentage of seed covered by question two which was grown from foreign-grown stock.

Complete figures have not yet been compiled from this inquiry, but it may be said that a large increase in exports over 1917 is contemplated this year by a number of concerns. This increase amounts in certain cases to five or six times the amount exported in 1917. The very few cases in which decreased exports are noted would seem to be mostly in those kinds which are in short supply this year.



## SWEET PEAS

Winter flowering Spencer Australian Varieties direct from the Originator.

### FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Calceolaria, Calendula, Cineraria, Cyclamen, Gypsophila Gr. Alba, Mignonette, Pansy, Snapdragon. All selected stock.

**FOTTLER, FISKE, RAWSON CO.**

The Seed Store 12 and 13 Faneuil Hall Sq., Boston

**"Seeds with a Lineage" All Varieties**  
**Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue**  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of Commerce Bldg., Boston, Mass.

## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6-9 ft.,	600	\$7.00
" 9-12 ft.,	400	8.50
Prices ex warehouse New York		
Terms - Net cash 30 days.		

**McHUTCHISON & CO.**

95 Chambers St., New York

## Freesia Purity

MAMMOTH SIZE

Also 5-8 and up

FREESIA — refracta alba 5-8 inch.  
 SWEET WILLIAM — single mixed fine strain.

CYCLAMEN Seed. Finest American grown from the very finest strains.  
 Prices on Application

**J. M. THORBURN & CO.**

53 Barclay Street  
 Through to 54 Park Place  
 NEW YORK CITY

As soon as the results of this inquiry are available, it is planned to call a conference with a representative of the War Trade Board and all applications which have been listed will be considered at that conference. Immediately thereafter the War Trade Board will act on all applications that are in its hands. It is important, therefore, that all seedsmen and exporters who contemplate making foreign shipments of vegetable seed this year, whether they have received inquiries or not, should immediately notify the Seed Reporting Service of such contemplated exports, together with the data previously indicated as within the scope of the inquiry.

#### Corn Diseases Being Studied.

Investigations of the root, stalk, and ear rots of corn, started last spring by the United States Department of Agriculture in co-operation with the Purdue University Agricultural Experiment Station, in Indiana, have resulted thus far in a survey which shows that the root rots are present in all of the corn-growing states and that the careful selection of disease-free seed is an important means of combating this and other rots. The use of infected seed

is responsible for the introduction of the diseases. Their chief effects noted readily are blighted plants, spindling stalks, and stalks with ears either partially formed or completely retarded and resulting in barrenness. Sweet corn, it has been found, seems to be more subject to these rots than field corn, and especial care should be given in a selection and care of seed.

## THE HORTICULTURAL CATALOG

A MONTHLY MAGAZINE FOR  
**WESTERN NURSERYMEN  
 FLORISTS, SEEDSMEN**

Contains alphabetical listings of available surplus stock, etc.

\$1.00 per year. Foreign \$1.50

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 LOS ANGELES, CALIFORNIA

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**Seeds and Bulbs**

30-32 Barclay Street  
 NEW YORK CITY

## MICHELL'S FLOWER SEED

### CYCLAMEN SEED

Distinctive Giant Strain

Duke of Connaught, Crimson	100	1000
Excelsior, White with Red	\$1.25	\$10.00
base .....	1.25	10.00
Grandiflora Alba, White	1.25	10.00
Princess of Wales, Pink	1.25	10.00
Salmon Queen, Salmon Pink	1.50	12.00
St. George, Delicate Salmon,		
foliage marbled .....	1.50	12.00
Mixed Colors .....	1.00	9.00

### ASPARAGUS PLUMOSUS NANUS

Greenhouse Grown Seed

1,000 Seeds...	\$3.00	10,000 Seeds...	\$25.00
5,000 Seeds...	13.75	25,000 Seeds...	56.25

Also all other seasonable Seeds,  
Bulbs, Plants and Supplies.

Send for our Wholesale Price List,  
if you haven't a copy.

**HENRY F. MICHELL CO.**

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Lilium Candidum  
Amaryllis, Callas  
Cold Storage Lilies

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106 West 28th St., NEW YORK

CHOICE FLORISTS' FLOWER SEEDS

Asparagus Plumosus Nanus—1000 seeds,  
\$3.50; 5000 Seeds, \$15.00.

Asparagus Sprengeri—1000 Seeds, \$1.00.

Salvia Bonfire— $\frac{1}{8}$  oz., 50c.; 1 oz., \$2.00.

Salvia Zurich— $\frac{1}{8}$  oz., 75c.; 1 oz., \$4.00.

Stocks Beauty of Nice, 75% Double Flowers  
—Shell Pink, Bright Pink, Purple, White

—Tr. Pkt., \$1.00;  $\frac{1}{4}$  oz., \$2.00; 1 oz., \$5.00.  
Snapdragon, Petunias, Verbenas, etc.

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**Burpee's Seeds**  
PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES  
MAILED ONLY TO THOSE WHO PLANT  
FOR PROFIT

**Cyclamen Seed—Giant Strain**

Salmon King, White, Bright Pink, Bright  
Red, Delicate Pink, \$9.00 per 1000.

Supperb Red and Delicate Salmon (Prize  
Medal Winners), \$17.50 per 1000.

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1004 Lincoln Bldg., PHILADELPHIA, PA.

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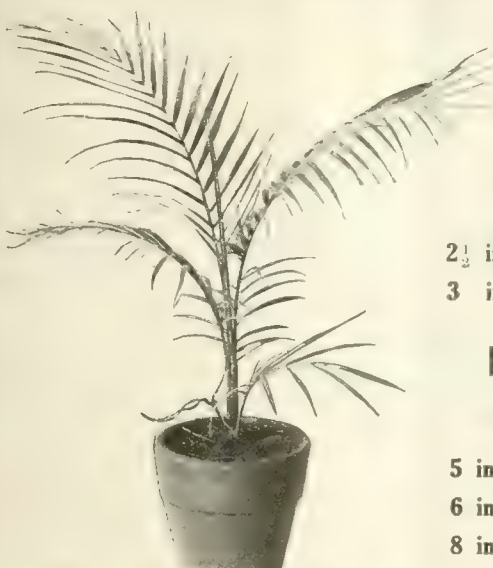
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**IRIS, LILIUMS, PAEONIES, ETC.**

For Fall Delivery

**JOHN LEWIS CHILDS, Inc.**

Flowerfield, L. I., N.Y.



## COCOS WEDDELLIANA

FINE PLANTS

2 $\frac{1}{2}$  in. .... \$12.00 per 100

3 in. .... 18.00 per 100

## PANDANUS VEITCHII

5 in. .... \$ 9.00 per doz.

6 in. .... 15.00 per doz.

8 in. .... 30.00 per doz.

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## LEONARD'S SEEDS and SEED SERVICE

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CHARLES H. VICK GEORGE B. HART

**PRIMULA MALACOIDES**  
(Towendsi)

IMPROVED TYPE

**Transplanted Seedlings**

\$3.00 per 100; \$25.00 per 1000

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New Crop Now on Hand.

NEW CROP PERENNIAL FLOWER SEEDS

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**GARDEN SEED**

BET, CARROT, PARSNIP, RADISH and  
GARDEN PEA SEED in variety; also other  
items of the short crop of this past season  
as well as a full line of Garden Seeds, will  
be quoted you upon application to

**S. D. WOODRUFF & SONS**

82 Day St., NEW YORK and ORANGE, CONN.

**KELWAY & SON**  
SPECIALIZE IN  
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(personally selected strains)

WHOLESALE ONLY

Write for Special Prices, Spot or  
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Only Address, LANGPORT, Eng.

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**SEEDS, PLANTS AND BULBS**  
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To Market Gardeners and Florists

Pratt and Light Sts., BALTIMORE, MD.



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WASHINGTON, D. C.

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***Penn***  
*The Florist*

**"The Telegraph Florist"**

Member of Florists' Telegraph Delivery

**124 TREMONT ST.  
BOSTON**

❖

**FOR**

**KANSAS CITY**

*Transfer Your Orders to*

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1017 Grand Avenue

Member Florists' Telegraph Delivery

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**DAVID CLARKE'S SONS**

Deliver orders from any part of the country to

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Write or Telegraph

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Out-of-town Orders Solicited. Location  
Central. Personal Attention.

Member F. T. D. Asso.

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FLORIST**

32 NEWBURY  
STREET, BANGOR, ME.

*We Cover all Points in Maine*

**Providence, Rhode Island**

**Johnston Brothers**

LEADING FLORISTS

**38 Dorrance Street**

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## Of Interest to Retail Florists

FLOWERS BY TELEGRAPH.

Leading Retail Florists Listed by  
Towns for Ready Reference. Orders  
transferred by telegram or otherwise  
to any of the firms whose address is  
here given will be promptly and prop-  
erly filled and delivered.

Albany, N. Y.—H. G. Egres, 106 State St.  
Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 New-  
bury St.  
Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.  
Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan  
Ave. and 31st St.  
Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.  
Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.  
Cleveland, O.—Knable Bros., 1836 W. 25th  
St.  
Cleveland, O.—The Smith & Fettes Co.,  
735 Euclid Ave.  
Denver, Col.—Park Floral Co., 1643  
Broadway.  
Detroit, Mich.—J. Breitmeyer's Sons,  
corner Broadway and Gratiot Ave.  
Fall River, Mass.—Warburton, 495 New  
Boston Rd. and 38 N. Main St.  
Houston, Tex.—Kerr, The Florist.  
Kansas City, Mo.—Samuel Murray, 1017  
Grand Ave.  
New Haven, Conn.—J. N. Champion &  
Co., 1026 Chapel St.  
New York—David Clarke's Sons, 2139-  
2141 Broadway.  
New York—Alex. McConnell, 811 5th Ave.  
New York—Young & Nugent, 42 W. 28th.  
New York—A. T. Bunyard, 413 Madison  
Ave., at 48th St.  
New York—Dards, N. E. corner 44th St.  
and Madison Ave.  
New York—G. E. M. Stumpp, 761 Fifth  
Ave.  
New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.  
New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.  
New York—Max Schling, 785 Fifth Ave.  
Providence, R. I.—Johnston Bros., 38  
Dorrance St.  
Rochester, N. Y.—J. B. Keller Sons, 25  
Clinton Ave. N.

Established 1874

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341 Madison Ave., New York

**HELP do YOUR BIT To-day**  
By **SELLING THRIFT** and  
**WAR SAVING STAMPS.**  
**STAND** behind THE **FOOD**  
**CONSERVATION LAWS.**  
Display prominently **PATRI-**  
**OTIC POSTERS.**

**DO IT NOW**

## JOHN BREITMEYER'S SONS

Cor. Broadway and Gratiot Aves.  
DETROIT, MICH.

**Artistic Designs . . .**  
**High Grade Cut Blooms**

We cover all Michigan points and good  
sections of Ohio, Indiana and Canada.  
Members Florists' Telegraph Delivery  
Association.



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1212 F ST NW  
WASHINGTON DC

**GUDE BROS. CO.**

WASHINGTON, D. C.

Member Florists Telegraph Delivery

Orders for NEW YORK.  
Write or Phone to

**MAX SCHLING**

**785 Fifth Ave.**

Best Florists in the States as  
References.

**EUROPEAN ORDERS EXECUTED**

Members of the Florists'  
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**23 STEUBEN ST.**

**ALBANY, N. Y.**

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AND VICINITY

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**G. E. M. STUMPP**

761 Fifth Ave.

**NEW YORK CITY**

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**YOUNG & NUGENT**

**42 West 28 Street**

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**YALE! YALE!**

And All New Haven Neighborhood  
FLOWER AND PLANT DELIVERIES  
Everything First-Class

**J. N. CHAMPION & CO.**

1026 Chapel St., New Haven, Conn.



# CHICAGO Send Your Orders to WILLIAM J. SMYTH

Member Florists' Telegraph  
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Michigan Ave. at 31st Street

Prompt Auto Delivery  
Service

**THOS. F. GALVIN**  
INC.  
**NEW YORK** 561 Fifth Ave.  
Vanderbilt Hotel  
**BOSTON** 1 Park Street  
799 Boylston Street  
Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock. Regular discount to Trade.  
**KNOBLE BROS.**  
1896 W. 25th St., Cleveland, O.  
Member Florists' Telegraph Delivery

**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.

Rochester, N. Y.  
**J. B. KELLER SONS,**  
FLORISTS  
25 Clinton Avenue, N.  
Rochester Phone 306. Long Dist. Bell Phone 2180  
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**S. A. ANDERSON**  
440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
Member Florists' Telegraph Delivery

**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND,** Nahant, Mass.

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Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.  
St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

## NEWS NOTES.

Hartford, Conn.—The only son of  
J. F. Huss of the Goodwin estate left  
for military service on Tuesday,  
October 8.

Buffalo, N. Y.—S. A. Anderson has  
sent out a very pretty topical floral  
pamphlet and diary printed in colors  
and quite "fetching."

Nashua, N. H.—O. W. Wiig formerly  
with J. W. Howard, Somerville, Mass.,  
has accepted a position as foreman  
for George E. Buxton.

Peoria, Ill.—The barn of Cole Bros.,  
florists, was destroyed by fire on  
September 27. Loss \$1,000. Caused  
by boys smoking cigarettes.

## PUBLICATION RECEIVED.

The September issue of the Mis-  
souri Botanical Garden Bulletin con-  
tains interesting papers on Henry  
Shaw's Contribution to Art in St. Louis  
(illustrated), Hybrid Nymphaeas and  
some interesting statistical informa-  
tion.

**HESS & SWOBODA**  
FLORISTS  
Telephones 1501 and L 1532  
1415 Farnum St.  
**OMAHA, NEB.**

**MACNAIR**  
Florist  
2 Broad Street, Providence, R. I.

**H. F. A. LANGE**  
WORCESTER, MASS.  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
Association.

**ST. LOUIS, MO.**

**FRED C. WEBER**  
4326-28 Olive St.

Member Florists' Telegraph Delivery Association  
NOTICE INITIALS. We have one store only

**THE J. M. GASSER COMPANY,**  
**CLEVELAND**  
Euclid Avenue

The Far-Famed Flowers of  
**TORONTO**  
Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.  
**JOHN H. DUNLOP**  
8-10 West Adelaide St. - TORONTO, ONT.

ALBANY, N. Y.  
**EYRES**  
Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
106 STATE STREET, ALBANY, N. Y.

**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.  
**HOLM & OLSON, Incorporated**  
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**The Park Floral Co.**  
B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.  
Member Florists' Telegraph Delivery  
**DENVER, COLORADO**



Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



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The supply of Orchids is steadily increasing and the flowers that we are offering today are the best we have had for some time. If you place your order for white Orchids in advance, you can always depend on us to be able to supply you.

**THE LEO NIESSEN CO.**

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## EDWARD REID WHOLESALE FLORIST

1619 - 21 Ranstead St., Philadelphia, Pa.  
CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

## CHARLES E. MEEHAN

Wholesale Cut Flowers  
Plants, Greens, etc.

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## GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

## E. G. HILL CO.

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RICHMOND, IND.

Please mention Horticulture when writing.

## MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS  
Consignments Solicited  
Hardy Fancy Fern Our Specialty  
264 RANDOLPH ST., DETROIT, MICH.

## ZECH & MANN

We are Wholesale Florists Doing  
a Strictly Wholesale Business  
30 East Randolph Street, CHICAGO

**CUT FLOWER BOXES**  
**EDWARDS FOLDING BOX CO**  
MANUFACTURERS  
PHILADELPHIA, PA.

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Before Looking Elsewhere

Tell Them You Did So And  
They'll Reciprocate

IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**  
2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Oct. 10		ST. LOUIS Oct. 7		PHILA. Oct. 7	
Roses						
Am Beauty, Special	40.00	to 60.00	30.00	to 40.00	40.00	to 50.00
" " Fancy and Extra	20.00	to 40.00	15.00	to 20.00	30.00	to 35.00
" " No. 1 and culls	8.00	to 16.00	6.00	to 15.00	20.00	to 25.00
Russell	16.00	to 25.00	4.00	to 20.00	10.00	to 35.00
Hadley	8.00	to 25.00	4.00	to 8.00	8.00	to 25.00
Euler, Mock	8.00	to 20.00		to .....	10.00	to 25.00
Arenberg, Hoosier Beauty	8.00	to 20.00	4.00	to 8.00		to .....
Ward, Hillingdon	8.00	to 25.00	3.00	to 6.00	6.00	to 8.00
Killarney, Key, Taft	8.00	to 20.00	3.00	to 6.00	6.00	to 15.00
Ophelia, Sunburst	8.00	to 25.00	3.00	to 10.00	8.00	to 20.00
Carnations	10.00	to 12.00	3.00	to 4.00	5.00	to 6.00
Cattleyas	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00
Lilies, Longiflorum	20.00	to 25.00	12.50	to 15.00	17.00	to 20.00
Lilies, Speciosum	20.00	to 25.00		to .....		to .....
Lily of the Valley	6.00	to 10.00	6.00	to 8.00		to .....
Snaptadragon	4.00	to 12.00	4.00	to 6.00		to .....
Violets		to .....	50.	to .75		to .....
Asters	6.00	to 8.00	3.00	to 5.00		to .....
Dahlias	2.00	to 4.00	3.00	to 10.00		to .....
Calendula	1.00	to 2.00	2.00	to 3.00		to .....
Chrysanthemums	25.00	to 35.00	15.00	to 25.00	3.00	to 5.00
Gardenias		to .....		to .....		to .....
Adiantum	1.00	to 1.25		to 1.00	1.00	to .....
Smilax		to 35.00	12.50	to 15.00	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 75.00	50.00	to .....

## WILLIAM F. KASTING Co. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

WHOLESALE  
GROWER of

**CUT FLOWERS**

## ROBERT DYSART

CERTIFIED PUBLIC ACCOUNTANT

Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . BOSTON  
Telephone Main 58

## Boston Floral Supply Co.

347-357 Cambridge St., Boston  
Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not received one.

Flower Market Reports

Local conditions do not show much change from the last two weeks with exception that there has been a slight falling off of local orders but the market situation is kept on the same level owing to the large demand for outside shipping. The prevalent epidemic apparently has been checked locally but its power is being felt in the surrounding towns which eats up all the stock obtainable. The same story is heard on every side; plenty of orders but not enough flowers to take care of them and everyone is working early and late in an apparent attempt to make the limited supply cover the situation. What stock that is being received, however, is of excellent quality. Roses, as usual have the best demand and the quality seems to improve with each shipment received and this holds good in nearly all the varieties. Carnations are also improving and chrysanthemums seem abundant for the moment but soon disappear. Lilies are of excellent quality and lily of the valley have also improved during the past week. Violets have made their appearance, while gladioli are rapidly disappearing from the market. What asters are to be found at the present time are mostly greenhouse grown and outside stock as a whole is about done.

The scarcity of flowers  
**CHICAGO** in the market is even more severely felt this week than last. Cold nights are finishing the out-door flowers which now are made up mostly of wild ones, though some fine cosmos are seen. On account of the unprecedented number of funerals the demand for short stemmed roses is very great and cannot be met. The supply of longer lengths is limited but the lighter demand makes it more possible to fill orders. Carnations are still slow in coming and asters are practically gone. Chrysanthemums are not plentiful. Purchasers are willing to take anything in order to supply their retail trade at this time.

The demand for stock  
**CINCINNATI** is very steady and strong and is keeping the market cleaned up from day to day. Prices are good. The demand from out of town is very strong. The supply of roses is very large, the cut of Columbia being especially so. They as well as all the others clean up quickly. Many more carnations than we have could be used if available. As it is, the present supply is snapped up



# CATTLEYAS

The quality is unusually choice, and in quantity, with us at present.

**\$6.00, \$7.50 per dozen**  
**\$40.00, \$50.00 per 100**

## DENDROBIUMS

(WHITE)

**\$9.00 per dozen**

*Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies*

Business Hours, 7 A. M. to 5 P. M.

### S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

**NEW YORK**  
117 W. 28th St.

**PHILADELPHIA**  
1608-1620 Ludlow St.

**BALTIMORE**  
Franklin & St. Paul Sts.

**WASHINGTON, 1216 H. St., N. W.**

WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI		CHICAGO		BUFFALO		PITTSBURG	
	Oct. 7		Oct. 7		Oct. 7		Oct. 7	
Roses								
Am. Beauty, Special.....	25.00	to 35.00	60.00	to 75.00	30.00	to 40.00	30.00	to 35.00
" " Fancy and Extra.....	15.00	to 20.00	40.00	to 50.00	20.00	to 25.00	20.00	to 25.00
" " No. 1 and culls.....	6.00	to 10.00	20.00	to 25.00	5.00	to 10.00	6.00	to 15.00
Russell.....	6.00	to 15.00	0.00	to 35.00	6.00	to 15.00	6.00	to 20.00
Hadley.....	6.00	to 12.00	.....	.....	4.00	to 10.00	.....	.....
Euler, Mock.....	6.00	to 12.00	.....	.....	5.00	to 12.00	.....	.....
Arenberg, Hoosier Beauty.....	5.00	to 8.00	5.00	to 25.00	8.00	to 15.00	.....	.....
Ward, Hillingdon.....	4.00	to 6.00	5.00	to 15.00	4.00	to 6.00	4.00	to 15.00
Killarney, Key, Taft.....	3.00	to 6.00	5.00	to 15.00	4.00	to 10.00	4.00	to 12.00
Ophelia, Sunburst.....	3.00	to 4.00	5.00	to 20.00	5.00	to 12.00	4.00	to 12.00
Carnations	2.00	to 3.00	4.00	to 6.00	2.00	to 5.00	3.00	to 4.00
Cattleyas.....	60.00	to 75.00	75.00	to 100.00	60.00	to 75.00	60.00	to 90.00
Lilies, Longiflorum.....	15.00	to 20.00	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00
Lilies, Speciosum.....	.....	.....	.....	.....	4.00	to 6.00	.....	.....
Lily of the Valley.....	.....	to 6.00	4.00	to 8.00	5.00	to 12.00	.....	.....
Snapdragon.....	.....	.....	3.00	to 4.00	3.00	to 5.00	4.00	to 8.00
Violets.....	.....	.....	.....	.....	.....	.....	.....	.....
Asters.....	2.00	to 4.00	4.00	to 6.00	1.00	to 2.00	2.00	to 4.00
Dahlias.....	4.00	to 5.00	.....	.....	3.00	to 6.00	6.00	to 15.00
Calendula.....	.....	.....	3.00	to 4.00	1.00	to 2.00	.....	.....
Chrysanthemums	.....	.....	25.00	to 50.00	3.00	to 4.00	30.00	to 40.00
Gardenias.....	.....	.....	.....	.....	25.00	to 40.00	.....	.....
Adiantum.....	.....	1.00	1.00	to 2.00	1.00	to 2.00	.....	2.00
Smilax.....	15.00	to 20.00	15.00	to 20.00	15.00	to 20.00	.....	20.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 75.00

quickly. Easter lillies are in a heavier supply than at any time in the past several weeks. They are moving well. Chrysanthemums are increasing and they have been proving good property. Dahlias are plentiful and meet with a ready sale. A few gladioli may be had. They are not half bad when you take into consideration the lateness of the season for them. The single violets that are available meet with a good sale. Cosmos is in a heavy supply. The aster season is at an end. A few may be had but they are very few and are liable to stop coming into the market any day.

The market conditions this week are even worse than last reported, and prices are hardly a factor. The only thing the buyer asks is, "Can I get some?" And glad to get a tenth of his wants at any old price. The wholesalers have not yet commenced to auction them off to the highest bidder, but it looks as if it might come to that pretty soon. It's more like a Christmas market than an October, and with no advance knowledge to guide producers.

(Continued on page 375)



**H. E. FROMENT**  
Wholesale Commission Florist  
Choice Cut Flowers  
New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

**WM. P. FORD**  
Wholesale Florist  
107 W. 28th Street, NEW YORK  
Telephone 5335, Farragut.  
Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**  
WHOLESALE FLORISTS  
53 WEST 28th STREET NEW YORK CITY  
Consignments Solicited  
Phone Farragut 4336

**WALTER F. SHERIDAN**  
Wholesale Commission Dealer in  
CHOICE CUT FLOWERS  
133 West 28th Street, New York  
Telephone—3532-3533 Madison Square

**RIEDEL & MEYER, Inc.**  
Wholesale Commission  
READY FOR BUSINESS  
49 WEST 28th ST. NEW YORK.

**GEO. C. SIEBRECHT**  
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109 WEST 28th ST  
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PHONE { 608 } FARRAGUT NEW YORK  
609

**THE KERVAN CO**  
Fresh Cut Decorative Evergreens.  
Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies  
119 W. 28th St., - NEW YORK

**WILLIAM H. KUEBLER**  
Brooklyn's Foremost and Best  
WHOLESALE COMMISSION HOUSE  
A First Class Market for all CUT FLOWERS  
28 Willoughby St., Brooklyn, N. Y.

**M. C. FORD**  
121 West 28th St., NEW YORK  
FINE ROSES, FANCY CARNATIONS  
A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

WHOLESALE  
FLORISTS  
*John Young & Co.*  
53 West 28th St. New York  
Consignments Solicited

**P. J. SMITH**  
WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
LARGEST GROWERS  
A full line of Choice Cut Flower Stock for all purposes.  
TELEPHONE { 2281 } FARRAGUT 131 West 28th St., NEW YORK CITY  
3089

**ALBANY CUT FLOWER EXCHANGE**  
THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.  
WHOLESALE ONLY  
SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US  
Prices Right. Consignments Solicited. Telephone Connection

**HENRY M. ROBINSON CO. OF NEW YORK**  
WHOLESALE FLORISTS  
55-57 West 26th Street  
Telephones, 12-8510 Madison Square  
MAURICE L. GLASS, Treasurer

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Oct. 5 1918		First Part of Week beginning Oct. 7 1918	
American Beauty, Special .....	8.00	to 25.00	10.00	to 30.00
" " Fancy and Extra .....	4.00	to 8.00	6.00	to 10.00
" " No. 1 and culls. ....	.50	to 2.00	.50	to 5.00
Russell .....	.50	to 6.00	1.00	to 8.00
Hadley .....	.50	to 6.00	.75	to 6.00
Euler, Mock, Key .....	.50	to 12.00	.75	to 12.00
Arenberg, Hoosier Beauty .....	.50	to 4.00	.50	to 5.00
Ward, Hillingdon .....	.50	to 3.00	.75	to 3.00
Killarney, Taft .....	.50	to 3.00	.75	to 3.00
Ophelia, Sunburst .....	.50	to 5.00	.50	to 6.00
Carnations .....	.75	to 2.00	1.00	to 3.00

**WE WANT MORE SHIPPERS**

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**  
111 W. 28th St., NEW YORK  
D. J. Pappas, Pres.

**REED & KELLER**  
122 West 25th St., New York  
**Florists' Supplies**

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**H. BAYERSDORFER & CO.**  
Manufacturers and Importers  
1129 Arch St., PHILADELPHIA, PA.  
THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**WILLIAM MACKIE**  
WHOLESALE FLORIST  
105 West 28th Street, NEW YORK  
Consignments Solicited  
TELEPHONE: FARRAGUT 759

**Wired Toothpicks**

Manufactured by

**W. J. COWEE, Berlin, N. Y.**  
10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.

**When writing to Advertisers kindly mention Horticulture**

## Flower Market Reports

(Continued from page 373)

A heavy demand for ROCHESTER funeral flowers and the problem of obtaining them, is the outstanding feature of the market. The weather and cold rains are holding back dahlias and very few arrive. The supply of roses is none too big and lilies are none too plentiful, but are of good quality. Some fairly good gladioli is being shipped from an out-of-town grower. Assters are nothing more than scrubs; but even these are bringing good prices. Carnations are scarce, and short stemmed. A few out door flowers still arrive. Greens of all kinds are scarce.

Warm weather has ST. LOUIS brought forth the crop of dahlias and these flowers have a good demand for sprays and bouquets. Roses are coming in nicely. Carnations are scarce and still short in stem. Violets are beginning to make their appearance with little demand.

### Visitors' Register

Boston—H. C. Neubrand, Middletown, Conn.

Cincinnati—C. Baum, Knoxville, Tenn., and Mr. Miller, of John H. Small & Sons, Washington, D. C.

Philadelphia,—James A. Brown, Coatsville, Pa.; Dr. L. H. Bailey, Ithaca, N. Y.; E. Gallavan, A. L. Randall Co., Chicago, Ill.

Rochester, N. Y.—R. B. Moore, E. Orange, N. J.; R. H. McKerr, Canandaigua, N. Y.; A. E. Rebb, Newark, N. Y.; A. Kemmon, Cleveland, O.

### BUSINESS TROUBLES

New York.—Arthur T. Boddington Company, Inc., dealer in seeds, bulbs at 128 Chambers street. A petition in bankruptcy has been filed against this company by the following creditors: M. Van Waveren & Sons, Ltd., \$500; Union Horticole, \$200, and Moses Redler, \$100. Liabilities are said to be about \$20,000 and assets about \$10,000.

## J. K. ALLEN

"A BADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

TELEPHONES  
Farragut 167 and 3058

### NEW YORK QUOTATIONS PER 100. To Dealers Only

#### MISCELLANEOUS

	Last Part of Week ending Oct. 5 1918		First Part of Week beginning Oct. 7 1918	
Cattleyas.....	25.00	to 50.00	25.00	to 50.00
Lilies, Longiflorum.....	6.00	to 8.00	16.00	to 12.00
Lilies, Speciosum.....	2.00	to 4.00	2.00	to 4.00
Lily of the Valley.....	4.00	to 8.00	3.00	to 8.00
Snagdragon.....	.....	to .....	.....	to .....
Gladioli.....	2.00	to 4.00	2.00	to 4.00
Assters.....	.50	to 3.00	.50	to 4.00
Dahlias.....	.50	to 3.00	.50	to 3.00
Calendula.....	5.00	to 10.00	.....	to .....
Chrysanthemums.....	1.00	to 3.00	1.50	to 4.00
Gardenias.....	.....	to .....	.....	to .....
Adiantum.....	.....	to .....	.25	to .50
Smilax.....	6.00	to 10.00	6.00	to 10.00
Asparagus Plumosus, & Spreng. (100 bunches).....	8.00	to 12.00	8.00	to 12.00

#### YOUR WORK AND MINE.

By C. W. Burkett, Editor of American Agriculturist.

From American farms have gone armies of boys to fight for righteousness, justice, humanity and democracy. In the furrows at home are other armies fighting the same fight; and joined with them are fathers, mothers, brothers and sisters making sacrifices, toiling through long hours, enduring hardships that the boys on the battlefields and in cantonments may be fed and clothed. The work that each and every one is doing is divine, glorious.

To help these boys on the firing lines—those who are braving the supreme sacrifice—is the opportunity of those of us left behind. We are called upon to provide \$170,500,000 for the magnificent work being done by the Y. M. C. A., Y. W. C. A., National Catholic War Council, Jewish Welfare Board, War Camp Community Service, American Library Association and the Salvation Army. That sum is to be raised between November 11 and 18. These seven agencies have joined forces on request of President Wilson and make their appeal as one united whole.

Every community in the land will raise its quota, not as farmers, not as city or town people, not as individual workers, but as one people to provide the funds to lend help, give comfort, preserve the morale of the American army. When that great week comes to raise that great sum, may it have the response of love and duty combined; and may it happen that in proportion to wealth and numbers the rural folks lead all the rest. No better message could be sent to the boys in French village or battle trench than

this: "We, the American farmers, match our love for and devotion to you with our contributions that every need may be supplied, every comfort supplied, and every possible joy provided. Out of our humble earnings we have given joyfully and generously, and will back you up now and forever. Not as farmers do we do this but as American men and women, proud of you, proud of what you have done, proud of what you are yet to do."

#### CATALOGUES RECEIVED.

Conard & Jones Co., West Grove, Pa.—Autumn List of Roses, etc., finely illustrated.

Wayside Gardens Co., Mentor, O.—Fall 1918 Trade List of Hardy Plants and Bulbs.

Jackson & Perkins Co., Newark, N. Y.—Fall Price List of Nursery Stock, for The Trade Only.

Framingham Nurseries, W. B. Whitier & Co., Framingham, Mass.—Fall 1918 Trade Price List. An excellent catalogue of good things in evergreens and other choice nursery stock.

#### VEGETABLE FORCING

By Prof. R. L. Watts

Which has just come from the press. This book was produced in response to numberless inquiries for a practical up-to-date volume on the forcing of vegetables. In our judgment it is the most complete, final and authoritative work on forcing ever issued. The author of this intensely practical book has had a large experience in growing crops under glass. He gives clearly and concisely, complete instructions covering Greenhouse Construction, Soil, Preparation, Insects, Diseases, Marketing, Cropping System, and the growing of all of the most important Vegetable Forcing Crops. The book will be found equally valuable to amateurs and experienced gardeners.

Price Net \$2.00. For Sale by  
HORTICULTURE PUBLISHING CO.  
Boston, Mass.



## LOCAL AND GENERAL NEWS

### CHICAGO

Phil Weinberg of Poehlmann Bros. in at Camp Funston and will soon be sent to Siberia.

T. Watters of Poehlmann Bros. supply department is in Cleveland, attending the convention of the F. T. D. this week.

Scarcely a wholesale house but has former employes in the battles now in progress, and the latest news is eagerly watched for.

Mrs. J. A. Budlong has closed up her summer home at William's Bay and is back in Chicago for the winter, making her home as usual with her daughter, Mrs. Philip Schupp.

The Illinois prairies are proving a valuable asset with their wealth of wild asters and other flowers. Very beautiful they are too when used as fillers in sprays and baskets.

The floral piece calling for a gold star is much in demand and will be ever more so. No flower, so far exactly fills the requirement, and, so the opportunity presents itself to some one to furnish a satisfactory substitute.

The florists in the bowling leagues have been a little lacking in enthusiasm this week, owing to the miles they walked hurrying from one wholesale house to another trying to locate stock. They played a good game nevertheless.

The opening of the Riveria, Chicago's newest and most beautiful play house, was the occasion for the use of many flowers. Friends of the owners sent a hundred or more designs, baskets, etc., and the offerings were large and expensive in many cases, adding considerably to the week's sales of the florists. To see the empty tables in the wholesale houses one would wonder where the flowers came from. A large part, no doubt, were secured directly from the greenhouses and did not pass through the market. All the florists were represented in the work.

### ST. LOUIS.

A meeting of the Florists' Club will be held at Kirkwood at the greenhouses of W. R. Rowe, Thursday, Oct. 10 at 2 p. m.

A meeting of the Growers' Association was held Wednesday evening, Oct. 2d. The publicity committee made a lengthy report.

### PHILADELPHIA.

Samuel H. Lilley late of S. Mole St. started on the 7th inst. with the S. S. Pennock Co.

As a cheerful glint in the gloom of the 'flu talk, we have pleasure in noting this item:

Mr. and Mrs. Thomas B. Meehan, of East Gorgas St., Germantown, announce the engagement of their daughter Miss Rose Meehan to Edwin Evans of Philadelphia.

We heard the John Walker laugh in all its pristine effulgence recently. It is inborn, unpremeditated, and incurable. He told of the old Carnecross and Dixie days. He had that laugh on he said even before he had succeeded in buying his ticket. And John Walker is laughing yet—after the lapse of thirty years!

The second death from influenza so far as we have heard in the florists community of Philadelphia occurred on the 5th inst. The first was that of the oldest son of Charles E. Meehan, the second that of Amelia C. wife of William W. Crawford the 11th St. florist. Many cases of serious illness from the prevailing complaint are reported—among them that of C. H. Grakelow, Board and Cumberland St. He has been seriously ill for over a week.

Private Paul T. Hurley, of Ardmore, one of the famous "seventy-six" who helped to fill up the Fifth Marines, has been awarded the Distinguished Service Cross for "extraordinary heroism in action near Vierzy, France, July 19, 1918."

The citation of Private Hurley's gallantry recites that "he displayed exceptional bravery in charging three machine guns with the aid of a small detachment of his comrades, killing the crews and capturing the guns which were immediately turned on the Germans, thereby opening the line for the advance of his company, which had been held up by the enemy's fire."

Private Hurley is a son of Joseph D. Hurley, 21 Cricket street, Ardmore, and is one of sixteen "devil dogs" to whom the D. S. C. was awarded. He is only 19 years old. He enlisted in the Marine Corps on the day after the declaration of war against Germany and received his recruit training at the Marine barracks at the Philadelphia Navy Yard. He is a graduate of the school of Our Mother of Good Counsel and the Philadelphia Business College. He has been twice wounded, but insisted on returning to the firing line upon recovery. Evening Bulletin, Sept. 30th, 1918.

Joseph Hurley is a gardener and is well known around Philadelphia having had charge of the Hunter estate and several other private places and a regular exhibitor at the local flower shows.

### ROCHESTER, N. Y.

Miss Boyce and Miss Morris has taken a position with H. E. Wilson.

Frank Bohnke grower of Irondequoit has given up his business and is now at Camp training for the Army.

The death is announced of Mrs. C. Fhalotos wife of C. Fhalotos of the New York Florist Co., which took place recently in Athens, Greece, at the age of 30 years. Mrs. Fhalotos was visiting relatives previous to the war and was unable to return to this country. Besides her husband she leaves a son 5 years of age.

### CINCINNATI NOTES

C. E. Critchell is attending the F. T. D. meeting in Cleveland, Ohio, this week.

Miss Alma Murphy, sister of Charles, Louis and Fred Murphy passed away on Sunday.

William Stein who is now at Camp Sherman is ill at the hospital there with the influenza. Fortunately, however, his case is a mild one.

### NEW YORK

Andrew Scott, for many years a faithful member of Alexander McConnell's staff is now in the employ of Wadley & Smyth.

### SEEDS PLACED ON PREFERENCE LIST BY WAR INDUSTRIES BOARD.

On September 3, 1918, the Priorities Division of the War Industries Board issued Preference List No. 2 (Circular No. 20), which supersedes Preference List No. 1, issued April 6, 1918, and all amendments and supplements thereto. Preference List No. 1 included seeds but they were omitted from the later list.

Since Preference List No. 2 was issued, the Priorities Division has given careful consideration to the importance of the seed industry and has concluded to place seeds in Class III of the Preference List under the following rating:

"Seeds (Class III).—Plants engaged principally in assembling, cleaning, treating, preparing, storing and shipping seeds for growing food and feed, and for growing medicinal and chemical plants (excluding flower seeds as such)."



Cambridge

New York



**WORLD'S OLDEST and LARGEST**  
Manufacturers of **ALL STYLES** and  
**SIZES** of

### FLOWER POTS

**A. H. HEWS & CO., INC.**  
Cambridge, Mass.

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Aug. 24, 1912.

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Sworn to and subscribed before Notary Public by **WM. J. STEWART,**  
Business Manager.  
Boston, Oct., 1918.

Seven great organizations, approved by the Federal Government, working in America and overseas without duplication, for the comfort and health of our soldiers. This is the United War Work Campaign, November 11-18. Help to make up the \$175,500,000 fund. It's needed.

## Horticultural Books

For Sale by

#### HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D Smith .....	\$0.50
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Commercial Carnation Culture. Dick .....	1.50
Commercial Rose Culture. Holmes .....	1.50
Violet Culture. Galloway.....	1.50
Greenhouse Construction. Taft..	1.50
Sweet Peas up to Date. Kerr...	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kalns..	1.50
Plant Pruning. Kalns.....	1.50
Book of Garden Plans. Hamblin.	2.00
Landscape Design. Hubbard....	6.00
The Art of Outdoor Rose Growing. Thomas.....	6.00
The Home Vegetable Garden. Krumm .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose.....	1.00
Principles of Floriculture. E. A. White .....	1.75
Foundations of American Grape Culture. Munson.....	2.00
Plant Materials of Decorative Gardening. Trelease.....	1.00
Aristocrats of the Garden. Wilson .....	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes.....	\$6.00

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Advertisements in this Department, Ten Cents a Line, Net

#### BULBS

**C. KEUR & SONS, HILLEGOM, Holland.**  
Bulbs of all descriptions. Write for prices.  
NEW YORK BRANCH, 8-10 Bridge St.

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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c.; 3000 for \$1.00 post-paid. **I. L. PILLSBURY, Galesburg, Ill.**

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Peony Dahlia Mrs. Frederick Grinnell.  
\$10.00 per clumps. Cash with order.  
**JOHN P. ROONEY, New Bedford, Mass.**

New Peony Dahlia—John Wanamaker, Newest, Handsomest, Best. New color, new form and new habit of growth. Big stock of best cut-flower varieties. Send list of wants to **PEACOCK DAHLIA FARMS, Berlin, N. J.**

Orders booked at any time for Fall or Spring delivery. Wholesale and Retail. Send for Catalog. **NORTHBORO DAHLIA & GLADIOLUS GARDENS, J. L. Moore, Prop., Northboro, Mass.**

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Daisies: Bellis Monstrosa, Pink or White, also Longfellow and Snowball. Fine strong plants, \$3.00 per 1000; \$8.25 per 3000. Cash. **BRILL CELERY GARDENS, Kalamazoo, Mich.**

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Young stock for growing on. Strong, healthy plants out of 2½-in. pots. Biggest percentage will set buds and bloom for September and October delivery.  
Fall varieties: Per 100  
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Persoluta Rosea ..... 15.00  
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Packing charges, 50 cts. for each \$10 value. Terms: Cash with order, please.  
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Greenhouse glass, lowest prices. **JOHN-STON GLASS CO., Hartford City, Ind.**

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Gold fish, aquarium plants, snails, castles, globes, aquarium, fish goods, nets, etc., wholesale. **FRANKLIN BARRETT, Breeder, 4815 D St., Olney, Philadelphia, Pa.** Large breeding pairs for sale. Send for price list.

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##### STRONG TWO-YEAR-OLD FIELD GROWN PLANTS.

Aquilegias, Achilleas, Alyssum, Anthemis, Arabis, Astilbes, Baptisia, Boltonias, Betulicac, Centaurea Macrocephala, Chrysanthemum Shasta Daisy, Coreopsis, Delphinium Chinensis, Dianthus Barbatus and Prunarius, Funkias Med. Variegata, Hibiscus Moscheutos, and Militaris, Iris Germanica Iris Orientalis, Iris Siberica, Lavandula, Linum Perenne, Lychnis Chalcedonica, Pentstemons, Rudbeckias, Purpurea, etc. Sedums, etc. \$5.50 per 100, \$50.00 per 1000. Cash. Send for complete list. **PALISADES NURSERIES, INC., Sparkill, N. Y.**

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Strong Divisions, Flava, Kawanso fl. pl., Orangeman, Thunbergii, Florham, Apricot, etc., \$4.00 per 100, \$35.00 per 1000. Cash. **PALISADES NURSERIES, INC., Sparkill, N. Y.**

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**HASSALL & CO.,** Orchid Growers and Raisers, Southgate, London, England. Cattleyas and Laelio-Cattleyas our specialty. One trial order solicited.

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**PANSY PLANTS,** strong and stocky, superb strain, \$3.00 per 1000; \$8.25 per 3000. cash. Prompt shipment. These plants and strain will please you.  
**BRILL CELERY GARDENS, Kalamazoo, Mich.**

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Peonies. The world's greatest collection, 1200 sorts. Send for list. **C. BETSCHER, Canal Dover, O.**

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Primula Obconica: Five different colors, good strong plants, out of 3-inch pots, at \$10.00 per 100; \$75.00 per 1000. Cash with order. **J. H. FIESSER, Hamilton Ave., North Bergen, N. J.**

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**ROSES, CANNAS AND SHRUBS.**  
**THE CONRAD & JONES COMPANY,**  
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#### SPHAGNUM MOSS

Live Sphagnum moss, orchid peat and orchid baskets always on hand. **LAGER & HURRELL, Summit, N. J.**

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Just Arrived, crop 1918 winter flowering **SWEET PEAS,** New Zealand grown, the large flowering waved or Spencer type. We have been very fortunate to secure the entire crop of one of the best growers in New Zealand. New Zealand grown seed has always produced the earliest and best blooms, and seed started in August will produce flowers from Thanksgiving until March; requiring a low temperature, these make an ideal crop for the Florist this year. Scarlet, always a good seller. Finest Mixture, all the best colors. Pink and White, Blanche Ferry type. Yarrawa (true), bright rose pink with light wings. Write for further particulars.  
**JULIUS ROEHRS CO., Rutherford, N. J.**

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Flowering and Foliage Vines, choice collection. Large Specimen, Pot and Tub grown for immediate effect; also Climbing Roses. **J. H. TROY, Mount Hissarlik Nursery, New Rochelle, N. Y.**

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## HELP WANTED

**WANTED:** Man to drive delivery car and assist in Florist store. Nice permanent position for the right man. **F. E. PALMER, INC., 220 Washington St., Brookline, Mass.**

## WANTED NIGHT FIREMAN

Must be steady and sober. Wages, \$27.30 per week (7 days). Greenhouses at Wakefield, Mass. Apply to

**N. F. MCCARTHY & CO.**  
112 Arch St., BOSTON

From 11 A. M. to 1 P. M., or Telephone  
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Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

1/2 Pint, 30c.; Pint, 50c.; Quart, 90c.; 1/2 Gallon, \$1.50; Gallon, \$2.50; 5 Gallon Can, \$10.90; 10 Gallon Can, \$20.00.

Directions on package.

### LEMON OIL COMPANY

Dept. S. 420 W. Lexington St., Baltimore, Md.

## Aphine

The Insecticide that  
kills plant Lice  
of many species

The Recognized Standard Insecticide. A spray remedy for green, black, white fly, thrips and soft scale.

Quart, \$1.00; Gallon, \$2.50.

### FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

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### VERMINE

For eel worms, angle worms and other worms working in the soil.

Quart, \$1.00; Gallon, \$3.00

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### TWEMLOW'S

## Old English



## Glazing Putty

SEMI-LIQUID

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Will stop the trouble. Put up in 16 pound cans; 50 and 80 pound buckets.

## Hammond's Greenhouse White,

A SUPERB PAINT, with 34 years' record to back it up, for wear and tear and looks on either wood or iron Greenhouses. It stays where you put it.

In 5, 10, 15, 20, 25 or 30 Gallons.

**HAMMOND'S PAINT AND SLUG SHOT WORKS,**

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Pulverized or Shredded  
**Cattle Manure**

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The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order, or write us direct for prices and freight rates.  
**THE PULVERIZED MANURE CO.**  
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## MASTICA

For Greenhouse  
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USE IT NOW

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FOR

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Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium.

Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

The Florists Hail Association rate of insurance from Nov. 1st, 1916 to Nov. 1st, 1917 will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars, address,  
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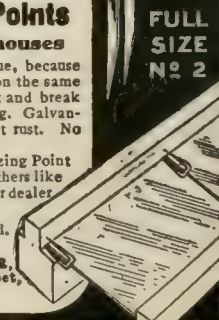
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Samples free.  
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# CYPRESS GREENHOUSE STOCK

PECKY CYPRESS STOCK

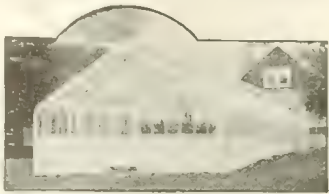
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Ask for Circular D and Prices

THE A. T. STEARNS LUMBER COMPANY

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GREENHOUSES—ALL KINDS



Put your Greenhouse Problems up to us  
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Metropolitan Material Co

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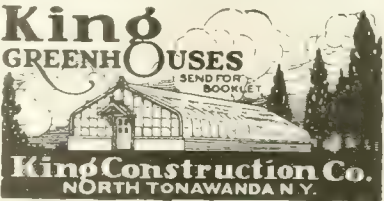
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No.	Diam.	Ea.	Doz.	100
10	20 in.	\$3.25	\$37.50	\$287.50
20	18 in.	2.75	30.00	237.50
30	16 in.	2.25	26.00	195.00
40	14 in.	1.90	22.00	168.75
50	12 in.	1.50	15.00	110.00
60	10 in.	.95	10.50	77.50
70	8 in.	.75	8.25	62.50

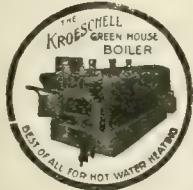
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HENRY A. DREER, Seeds, Plants, Bulbs and Supplies, 714-716 Chestnut St., Philadelphia, Pa.



King Construction Co.  
NORTH TONAWANDA N. Y.

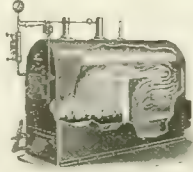
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Lecturer on Horticulture, Columbia University

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# HORTICULTURE

Vol. XXVIII

OCTOBER 19, 1918

No. 16



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## THE PLANT QUARANTINE

At a meeting of florists, growers and importers of plant and nursery stock held at the offices of the Secretary, on Monday, Oct. 14, called for the purpose of preparing a brief in protest against the proposed restriction of plant imports, the following communication from the Federal Horticultural Board was presented:

U. S. DEPT. OF AGRICULTURE FEDERAL  
HORTICULTURAL BOARD, WASHINGTON,  
D. C.

Conference on Nursery Stock, Plant, and  
Seed Exclusion, Called for  
October 18, 1918.

### Special Notice

On account of the prevalence of influenza in Washington, it is suggested that all persons who have no special reasons for wishing to attend the conference called for October 18, at the Department of Agriculture, Washington, to consider the restrictions which should be placed on the importation of nursery stock, plants, and seeds into the United States, submit their constructive suggestions or criticisms in writing rather than giving personal attendance at the conference. Such written statements will be given full consideration by this Department.

The quarantine and regulatory action which this Department now contemplates, has been carefully considered, following the hearing of May 28, 1918, on the subject, and has been placed in the hands of all interested

parties in the statement distributed August 29, 1918, to which was attached the text of the proposed regulations. The subject, therefore, is fully in the hands of interested persons, and an open discussion, while it would undoubtedly be helpful, not a necessity.

Please advise all interested parties of this suggestion. C. L. MARLATT,  
Chairman of Board.

It was decided at the meeting that the suggestion of the Board be acted upon, and that instead of a large delegation Messrs. C. H. Totty and J. D. Eisele attend the hearing to present the views of the meeting, as exemplified in a brief then prepared, and that all interested who were not present be invited to submit to our Washington Representative, Mr. Wm. F. Gude, 1214 F street N. W., Washington, D. C., at once, so that the same will be in his hands on the 17th inst., a brief embodying their views in the matter, for presentation at the hearing. It was also decided that any who were desirous of attending the hearing in person be invited to join the delegates in Washington on the day of hearing, at the time and place appointed.

JOHN YOUNG, Secy.

Editor of HORTICULTURE:

Dear Sir—I have read with great interest your editorial in the last issue

of your paper on the intended quarantining by the Department of Agriculture of nearly all plants from foreign countries. I am in fullest accord with your expressed views, and I would only ask to keep on sounding the bugle call of alarm to those of our florist brethren, who really are deeply interested in this question, but feel after their day's work too tired or indifferent to think of taking any protesting action; and unfortunately it seems that there are too many of these in our present emergency. To them I would say: "Wake up, brethren, get pen, ink and paper together and write your protest at once to the Federal Horticultural Board, Department of Agriculture, Washington, D. C., and if it be no more than to write: "I herewith wish to enter my most energetic protest with your department against the intended quarantining regulations of nearly all plants, and of many bulbs, coming to us from foreign countries, because this will work an uncalled for loss in these sufficiently hard times, and I consider June 1st, 1919, a too short time to properly prepare for the production of similar stocks in our country in sufficient quantity to satisfy the demand of normal times when the present war is over." WINFRED ROLKER,

(Chairman N. Y. Florists' Club Protesting Committee.

### NATIONAL PUBLICITY CAMPAIGN.

The completion of our campaign fund of \$50,000 is lagging—lagging at a time when interest should be most intense. It is not due to lack of enthusiasm, for the florists who have subscribed are most enthusiastic, and we know that this feeling also extends to many who have not subscribed. Those who have ignored our appeal must admit that the 800 or more members of our trade who are loyal to its interests are worthy of commendation without limit—the volunteers who in an emergency have gone "over the top", some of them as many as three times. The future trade is safe in such hands.

It is not too late to join these protectors of our industry, and they will welcome any who have not yet subscribed. This campaign is welding bonds of friendship among the best florists and the best are those who can look over their own shoulders,

who place their calling squarely in front of them, unprejudiced by petty jealousy, and who are dominated by that altruistic spirit which makes for the good of all rather than individuals.

Where do you stand, Mr. Reader? Are you with the protectors, or are you an onlooker? The latter, is it because you are careless, content to see the other fellow passing out good money in order that you may with him benefit in the excellent results promised by the Campaign? Or is it because you have not realized what this publicity movement means to you or your business? If the latter, won't you just drop a line to the secretary with the request that he give you particulars and send you material which will enable you to see for yourself that you can become a working factor in this organized effort to increase the sale of flowers, and thus enable our industry to weather the storm that is threatening it. And yours is only a pro

rata help. If your business is small, a large contribution is not expected. Give what you think you can afford, even five dollars a year. It will show your good spirit, and your interest in what is good for the business from which you make your living.

Do this now without delay.

The following new subscriptions were received this week through the Florists' Telegraph Delivery Association:

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For Two Years: Andrew Bather Co., Clinton, Iowa, \$10.

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Total, \$137.50. Previously reported from all sources, \$44,072.25. Grand total, \$44,609.75.

JOHN YOUNG, Secy.



# HORTICULTURE

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NO. 16

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ened out by the end of the present week and the thousands of cases of bulbs reshipped to their destinations.

**Winter protection** of herbaceous plants by improper covering during winter. All such covering should

be done as late in the season as possible—preferably after the ground has been frozen. A frequent mistake is that of using manure and leaves for covering; plants which retain their foliage through the winter should be covered only sparsely and never with material which forms an impervious mat. A slight sprinkling of pine boughs, coarse straw or salt hay—never enough to wholly hide the foliage is the only safe method of covering such plants.

**The flower famine**

The unprecedented figures to which flower prices have soared, at a period when low values have invariably prevailed heretofore, may be partially accounted for by the unusual death list which is to be found in the columns of practically every newspaper one picks up. Deserted, indeed, is he for whose obsequies some relative or friend has not been found to express grief or remembrance by saying it with flowers. Then again there is the call, increasing daily, for flowers to cheer the sick and wounded in the hospitals, and the florists are hard-pressed to supply even a fraction of the needs of this service, which is sure to last strong all through the season. The flower growing business has been very hard hit by the present difficulty to obtain "help" and the product has been considerably curtailed, so, with decreased supply and increased demand the florist is experiencing a most unusual sensation. It is not unlikely that these conditions of decreased product may continue all through the coming season for reasons which will be readily seen by anyone who has kept in touch with the trend of events for the past twelve months.

**Plant embargo** The hearing given at Washington yesterday by the Federal Horticultural Board relative to the proposed

plant quarantine was not largely attended as a result of the request of the Board that on account of the influenza epidemic in Washington, parties interested present their views by letter. One of the points raised is the consistency of excluding rose plants which do not have earth at their roots while manetti, canina and multiflora rose stocks are to be admitted. Lily of the Valley pips which have no earth on their roots are to be admitted we understand, the exclusion of clumps with earth will not therefore be a severe loss. Undoubtedly azaleas and rhododendrons should be admitted for at least several years. Several nurserymen are advocating the immediate adoption of a rigid quarantine against all plants having earth at their roots, not because of any pest danger, but as a trade protective measure against foreign competition. Trade protection in this respect is a tariff question and HORTICULTURE fails to see how the Federal Horticultural Board can allow its action to be influenced in the slightest degree by any tariff consideration.

During the past week most of the **Holland bulbs** Holland bulbs have been safely landed in New York. Some delay has been experienced in getting them off the docks because of congestion there due somewhat to the shortage of stevedores. It is now expected that things will be straight-

# WHAT CAN GARDENERS AND FLORISTS DO TO HELP WIN THE WAR

Paper read by W. N. Craig before the Gardeners' and Florists' Club of Boston.

What can gardeners and florists do to help win the war? Very little, the pessimistic will say, but a great deal, I contend. We are actively waging as one of the participants the greatest war this world has ever seen, and the loss of life, destruction of property, disruption of business and strain on finances are well nigh incalculable. Not for generations after the war's close can its aftermath disappear and our grandchildren will help to carry some share of its burdens. We all believed until this war blazed out that the world had become civilized and that we had seen the end of all great armed contests and we could hardly credit the fact that a so-called civilized nation would have committed such infamous crimes as the rape of heroic neutral Belgium, the sinking of the unarmed Lusitania, the murder of Edith Cavell, the wanton bombardment and destruction of Rheims and other cathedrals, the bombing of open towns and Red Cross Hospitals, the torpedoing of hospital ships, the barbarous and fiendish treatment of hundreds of thousands of French and Belgians, and other crimes too numerous to mention which history will chronicle and which slow moving time can never obliterate.

The dangerous menace to civilization, to democracy and decency is now on the wane, thanks to the assistance our brave boys are giving to the war-scarred allies of France, Britain, Italy and Belgium, and ere long the war will have been carried into the enemy's country and we will be in measurable sight of the beginning of the end. No matter how much longer this war has to be waged, we of the United States are pledged to the full limit of our man power to support the foes of rapine, autocracy, militarism and Kaiserism. There may rise amongst us from time to time those who are pacifists, socialists and pro-Germans who will cry that we have gone far enough, but the Bolsheviki element here are of small account and this war will be fought to a finish until the Teuton powers are hopelessly defeated, and they are made to rehabilitate and indemnify France and Belgium, disgorge the stolen Russian provinces and so limit their military and naval armaments that never again

will the world face such an uncalled for, selfish and cowardly contest.

The call on our war power has not been great as yet. Consider that one in seven in England and Scotland are with the colors, that Canada and Australia have each furnished 500,000 men, Scotland 620,000, Wales, 280,000, England, 4,500,000, Ireland 170,000 and that practically every able-bodied man in France, Belgium and Italy are with the colors, and consider the fact that when we have 3,000,000 with the colors, we have but called one in thirty-five of our population, which means we must have an army of 15,000,000 to equal what Britain alone has done already. We hear much of labor shortages and it must become far more acute as time proceeds.

Agriculture is the most necessary of all callings in time of war. Troops must have good food and in abundance. The tillers of the soil were never more appreciated than they are today. The great war has advanced agriculturists from a position of something of little consequence in the minds of the many to one of supreme importance. Never did so many millions realize the great fact that practically all we have in this world comes either from below the soil or direct from Mother Earth itself; never have so many come in contact with the earth as cultivators both here and abroad. We here are all tillers of the soil, either under glass or outdoors. We can all be of great value to our Government in increasing food supplies and food will eventually win the world war.

You may say, but what about our greenhouses and private greenhouses and ornamental grounds, what about our flower stores and wholesale markets? Just turn for a moment, you pessimists, you faint of heart, and view what our allies have done. In Canada, with a population of 8,000,000, one in fifteen have joined the colors, cut flower trade is far better than it was two years ago, comparatively few greenhouses are closed, more women and girls are employed than in pre-war time, more food has been raised on the farms than ever, and our Sister of the Snows is optimistic, even though her debt has already increased One Billion Dollars!

Look at France, heroic France! Think of her holding a Grand exhibition and conference at the Garden of the Bagatelles in late June within sound of the guns of the foes with 50,000 enthusiastic spectators! Think of the steady sales of flowers on the streets and in the stores of Paris itself! Think of the populace garlanding our armies as they arrive to attest their joy, decorating the last resting places of our fallen heroes, tilling their farms, gardens and orchards close to the firing line with millions of their best manhood dead, maimed or prisoners! Such is the spirit of France, such a spirit will never go down in defeat!

Look at Britain, wonderful Britain! She and her colonies have raised 8,500,000 men, control the oceans of the world with all the highways of commerce, control the air on the war front, and armies on seven fronts, with a million dead alone, are they discouraged? A thousand times, no! Think of what they have done at home. Three years ago they raise ten weeks' Cereal supplies; this year they have over forty weeks' supplies. They have made almost striking advances in animal food production, yet they have 250,000 less now on the farms than in 1917. How have they done it? Tractors have helped, but first credit must be given to the women, hundreds of thousands of whom are on the farms and large numbers in gardens, nurseries and greenhouses, both private and commercial. An army of 5,000,000 women there, who never worked before, are toiling unceasingly to help win the war. Hundreds of women of culture and refinement have been willing to sacrifice their beauty to make T. N. T. and other deadly explosives, and yet there are some men among us still so hardened and stubborn that they would deny women the right to vote! The war has made suffrage for women certain; it has helped to hasten the demise of the accursed liquor traffic which will die unmourned, and it has enormously raised agriculture in the estimation of those who never even considered its importance or its potentiality before.

But you will say, how about the greenhouse business, the flower business and allied interests in Britain?



Greenhouses are allowed but only 25 per cent of the coal of pre-war times where flowers alone are grown, and must devote half their space to food crops to secure 50 per cent coal. Cut flowers realize at least double pre-war prices at wholesale. At a recent fair for war relief, fifty thousand dollars' worth of flowers alone were sold, and people buy flowers hungrily and great numbers are needed for the comfort of the army of sick and wounded men.

Many less flowers are raised than before the war as all possible land there is needed for food crops, but the Royal Horticultural Society continues to hold fine fortnightly shows; the National Rose, Sweet Pea, Carnation and other societies still hold their annual exhibitions and give some pecuniary rewards in spite of transportation and other restrictions.

We in America are apt to be over optimistic or the reverse; in our financial markets there are wild booms and heavy slumps from time to time. We get into the same mood horticulturally at times. We are restricted 50 per cent in our coal supply which means we have double what our British cousins have, but of course our climate is more severe here, and by the way our Canadian cousins are allowed more coal than we are. If the advice of men like Bernard Baruch was considered, all florists would be put out of business on short notice. He classes them as purely non-essentials, but our Government decrees otherwise. There are Six Billion Dollars' worth of so-called non-essential industries, which are not really necessary to the winning of the war, not including the liquor business. If the hundreds of thousands who had followed these callings were forthwith put out of business, it would seriously affect the sales of Liberty Bonds and contributions to relief work. It would be something like Socialism to put this army of men and women out of business and the Government does not favor any such policy.

Our small florists are fully taken care of, our large ones can cut down with a minimum of loss or changes to cooler crops; the grower of a variety of crops with a medium establishment who has to curtail his area one-half with overhead charges but little reduced will be in the least enviable position, but we must all accept the Government order as cheerfully as we can, knowing that when the war is won we can go back to our former standard. A large number of our growers here planted more heavily of tomatoes, cucumbers and lettuce than ever before, and the market reports

show here, as they do abroad, that prices have averaged good and there have been no glut periods this year. Every commercial grower should plan to raise some food crops. All can also secure additional coal for devoting space to vegetable plants for sale in the spring.

The number of retail stores must be reduced to a war basis; with decreased production half of these may well be given up for a time. In Boston the two wholesale markets should merge as a war measure, as should have been done long ago. There should also be a curtailing of wholesale houses to meet the decreased output of flowers. On private estates there will be many greenhouses closed entirely the coming winter. That is as it should be and practically all others will be cut down one-half. It would be far better to let the coal go to the commercial men rather than greenhouses on private estates; the former depend upon greenhouse sales for a livelihood. It is hoped that collections of rare and choice plants can be all saved on the private estates, (and I wish our Government had allowed 100 per cent fuel for orchids and valuable plants as in England). This should be possible, as wood can be utilized to augment coal supplies in many cases. Greenhouses are comfortable working places for us in winter, but it will not be a great hardship to give them up for a winter or two if it will relieve fuel for more vital war needs. There are but few greenhouse employees who cannot secure other work temporarily as lucrative as the salaries they have been obtaining. Where we will secure our greenhouse men after the war is a minor matter for the future to settle. We will need to train more of such men than in the past is my opinion.

I have said that florists should give more space and attention to food crops especially in houses which are unoccupied in center. In these, in early Spring, tomatoes, cucumbers, beans, lettuce, radishes, beets, peas, spinach and other paying crops can be raised in addition to vegetable plants; if this is done, florists are far more likely to be well treated when they apply for another year's coal distribution. On private estates, there is absolutely no excuse for clinging to flowers entirely and ignoring vegetables. Even old houses can be made to produce certain vegetables of good quality. Not only must gardeners produce what food they can under glass, but even with reduced man power they can equal or increase their outdoor supplies by adopting up-to-date

methods of culture and utilizing more labor-saving tools. Practically all employers will be willing to severely reduce work on ornamental horticulture temporarily to allow of more energy and effort in producing vegetables, fruits, cereals and animals (including poultry) for food. It matters not if production cost will exceed market price of the same goods. The man or woman who preaches about not growing crops because they can buy them cheaper at the store are the best possible pro-Germans. We want more food at home to relieve congested railroads, and every pound or bushel F. O. B. the kitchen door is a direct gain.

Man power is scarce and will be more so. We must utilize boys more; they are procurable and if given a fair show will help considerable, at least they have done so in my own particular case. Don't expect boys to do work as speedily and as efficiently as men, but treat them decently, pay fairly and they will prove a decided asset. Some of us are prejudiced against the employment of women and girls but we are going to need them and very soon, and the quicker we shake off old foolish prejudices the better. On commercial establishments they have proven their value and they can do so on private estates also, so give them a fair trial!

While I consider increased food production the greatest aid that the members of our club and our calling can give in aiding to win the war, there are other ways in which we can give effective assistance. One is in giving advice freely to the great numbers of war gardeners who need our help. Another is to assist deserving charities with flowers and plants whenever possible. Then again there are some of us who are financially unable to purchase a Liberty Bond. Help the Red Cross, Y. M. C. A. and other deserving war relief associations. We must contribute to the limit of our financial ability, realizing that all we have really belongs to our Government and that we must give and give until it hurts to do so, then we won't mind it at all.

Wages in our profession cannot advance as they have done in certain other industries. Our brave boys are willing to risk their lives for Thirty Dollars per month, yet tens of thousands of highly paid artisans and mechanics earning good money have gone on strike and tried to tie up certain industries. It is comforting to know that at last our President has called a halt on these hold-ups and given the men a work or fight choice. It is fitting that these chronic strikers



should be drafted and given a place in the front line trenches at as early a date as possible.

Horticulture must suffer a serious setback as the result of this great war and its recovery after peace comes may not be as swift as we expect. Heavy taxation will continue for many years and the period of readjustment following the war will take considerable time, but eventually our profession will advance to greater heights if we will only be patient, optimistic and of good cheer.

Many of our club members are now in the service and many more will probably soon follow them. We cannot hope to keep growing as in the past. I remember when I became secretary we had but 75 members. Our membership must now decrease for a time at least, but all who have enrolled for their country's service will be carried free on our books till this cruel war ends. Let those of us who are left try to keep our beacon light burning brightly; let us labor harder than ever, and be cheerful, as we know our cause is just, and do everything that lies in our power to support our boys on the firing line and our Government, and help to bring blessed peace once more to a stricken world.

#### AUTUMN FLOWERS.

A few flowers can still be seen in the Arboretum, although the number of trees and shrubs which bloom in Massachusetts during the first weeks of October is not large. *Aralia spinosa*, the Hercules' Club of the middle and southern states, is still covered with its great terminal clusters of white flowers. These flower-clusters and its compound leaves three or four feet in length give this tree an unusual and tropical appearance in northern woods. *Indigofera amblyantha*, discovered by Wilson in western China, has been often referred to in these Bulletins, but it is interesting to note that it is still covered with its small rose pink flowers which have been opening during the last three months. *Laspedeza formosa*, also collected by Wilson in western China, is the handsomest of the late autumn-flowering shrubs in the Arboretum. Its arching stems, light green leaves, and innumerable small pea-shaped rose-colored flowers, make it a beautiful object at this season of the year. Often confounded with other species and burdened with an almost hopeless load of synonyms, *Indigofera formosa* appears to be little known in gardens.

—Arnold Arboretum Bulletin.

## Obituary

Ralph M. Ward.

Ralph M. Ward died Thursday, at Boundbrook, N. J., of pneumonia very suddenly. His untimely death is a severe blow to the florists trade and an awful shock to a host of friends. Full particulars in next issue.

Louis Emil Schmutz, Jr.

Beloved and jovial Louis Schmutz, Jr., of Flatbush, N. Y., died at his home, 442 Clarkson street, on Tuesday, Oct. 8, of Bright's disease. He was born in Brooklyn, 44 years ago and has been associated with the florist's business all his life. For a short time he was employed with Siebrecht, the florist of New Rochelle,



LOUIS EMIL SCHMUTZ, JR.

joining his father later and built up a wonderful trade in the wholesale plant business. His jovial and friendly nature made many life long friends both in and outside of the florist business whose sympathy is extended to the family in their bereavement. He is survived by his wife, Martha Peltz; two daughters Eloise and Martha; his parents, Louis Emil and Elie Schmutz, and four brothers, Frederick, Alfred, Gustave and Harry Schmutz. Funeral services were held on Friday, the Rev. Dr. David A. McMurray, pastor of the Lenon Road Baptist Church, officiating. Interment was in the Evergreen cemetery. He was a member of S. A. F., New York Florists' Club, as well as many social and fraternal orders.

Walter R. Siebrecht

It is our painful duty to record the death, from Spanish influenza, of

Walter R. Siebrecht, youngest son of Mr. and Mrs. H. A. Siebrecht, at New Rochelle, N. Y. His death occurred on Wednesday morning, October 16. His age was twenty-nine years. Mr. Siebrecht formerly carried on a wholesale florist establishment on West 28th street, New York, but disposing of this he went to California to go into the business of growing palms, orchids and other florists' material. Latterly, however, he has been engaged on his father's establishment at New Rochelle, N. Y. He leaves a wife and two children, to whom together with his parents HORTICULTURE extends sincere sympathy and condolence.

Theodore Shober.

Theodore Shober died on October 8th of influenza. He was head grower for the Joseph Heacock establishment at Wyncote near Philadelphia and was well known to a large circle in the trade. He was 46 years of age and a big, handsome, impressive figure of a man—the picture of health and about the last one would have expected to fall a victim to the prevailing epidemic. We record his untimely passing away with great sorrow. He was beloved by all who knew him and will be greatly missed. G. C. W.

Charles T. Evenden.

A prominent member of the florist business passed away on the 8th inst. in the person of Charles T. Evenden, of Evenden Bros., Williamsport, Pa. He contracted pneumonia after a visit to New York about a week previously. He is survived by his widow and four children, his father, two sisters and a brother. The firm was established by Thomas Evenden, grandfather of the deceased. His father, George W. Evenden is the present head of the house—which bears an enviable reputation for character and reliability.

Michael Treisea

Among the victims of Spanish influenza in Washington was Michael Treisea, a street flower vender, who resided at 629 G street, N. W. For many years he had been in the habit of standing at Seventh and D streets selling his stock. He had the respect and well wishes of many in the trade here and this was evidenced by the many floral tokens sent to his late home.

Alexander Mead.

Alexander Mead, descendant of one of the oldest families of Greenwich, Conn., died October 13, aged eighty-three. He had for sixty years conducted a florist business. He is survived by a son, daughter and sister.



# FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

An enthusiastic and representative gathering of the association was in evidence at the annual meeting Oct. 8 and 9, held in the ball room of the Hotel Hollenden, Cleveland, which was generously decorated with the flags of America and her allies by the Cleveland Florists in honor of the occasion. Sides of the hall were also covered with trade advertising arranged by H. P. Knoble. Many delegates from Canada were among those present.

Chairman Fred W. Brown of the local committee called the convention to order and at the conclusion of his address which was followed by patriotic exercises President Wm. F. Gude made the following address:

## PRESIDENT'S ADDRESS.

Permit me to thank you for your presence here this morning, which is an evidence of your paramount interest in this work, which I claim is not only of a material nature, but of that higher and nobler calling, of doing unto others as you would they should do unto you, for the betterment of all mankind throughout the world, irrespective of any financial gain.

The last year has been an eventful one. Many unexpected problems have arisen among the growers and producers of flowers throughout the country; consequently, the producers and distributors have also been much disturbed, and finally the retail florists, whose interest we represent, have had all sorts of unusual problems confronting them since the meeting in Detroit last year, but in general the retail florists have not much to complain of so far, but much to be thankful for, since we are in a business and profession which has many problems to solve, such as no other business has, and many problems which each one must solve for himself, largely on account of the peculiar conditions which arise and the unusual requests that are made of every retail florist. Therefore, these gatherings, such as we have here this morning, are more needed now than ever before in the history of our business, because there is no way that we know of that will better facilitate the lightening of our burdens than the fact of getting in touch with each other here on this floor and evolving new thoughts and new ideas which should be brought out here and can be discussed to our mutual advantage.

## Telegraph Delivery Orders.

I believe this business has more than doubled in volume in twelve months over any previous twelve months since the existence of our organization; hence, the necessity of more up-to-date methods of doing business among many of our members, and especially non-members. I refer particularly to the transmission of orders by telephone, telegraph or mail, apparently conducted by many of our members and non-members,

where no copy is kept of the same that can be used to settle disputes with the telegraph companies and parties who receive orders to execute. Quite a few cases have come to my notice in the past twelve months that would have been much easier adjusted if copy of the original order could have been produced.

Another important item which many of our florists seem to neglect is not promptly acknowledging orders, so that the sender of the order can satisfy his customer that his commission has been attended to.

Another item of serious reflection is the careless manner in which many florists seem to keep their accounts. I know from personal experience that it is frequently necessary to write to florists and ask them if they received an order, why they have not acknowledged it, if they have filled it, and will they not kindly send a statement so

ganization should be "He who serves best profits most."

Is there anything in the transmission of orders that will inspire more confidence in your customer than to write the order of transmission in his presence, give him the name of the party you are going to send it to, if desired, and insert the exact amount of money which you received, plus telegraph charges or charges deducted, transmit the order and take copy of same for future reference?

Several cases have come to our notice where orders have been executed for less than the amount transmitted and sometimes with inferior flowers and service, without any explanation to the sender of the order.

Are flowers non-essential? I should answer positively NO! Because flowers signify life itself and we know that without flowers there would be no fruit of any kind. So flowers are used to cheer the human race everywhere, from childhood to old age, and are used to express our sympathies when our loved ones finally pass over to that great beyond of a higher life. There are no words in our language that express thoughts, sympathies, kindly feelings and good cheer like flowers can, especially in these trying times with so many loved ones away from their homes serving their country for you and me. Members of families become sick or injured or pass away. It is then that flowers play their greatest part and in many cases do more to heal the wounds inflicted than any other agency in existence.

Oh, what more wonderful part can our association play right now, when our loved ones are hurt or become sick on foreign soil, than to send to mother or nearest kin a few flowers to cheer and help heal the wounds of those who are fighting our battles and giving their all.

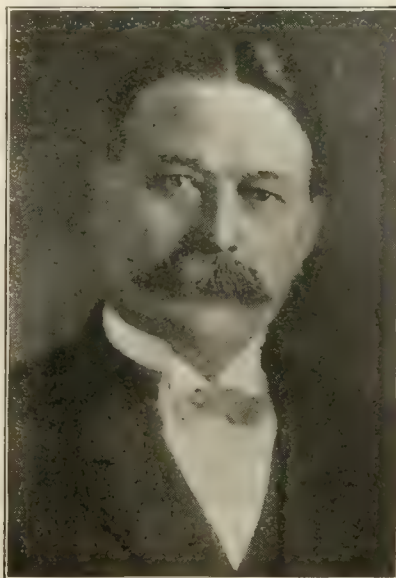
Indeed, I am told that our Canadian brothers have worked up a wonderful and beautiful custom and sentiment along these lines, and if there is no profit, counting our gain in dollars and cents, could anyone imagine anything more beautiful or inspiring or more beneficial in upholding the morale of our soldiers and sailors all over the world than telling their mothers and fathers in God's own language that we stand unitedly backing them?

## Foreign Relations.

The possibility of sending flowers and doing good to all mankind all over the world is simply immense, and there is opportunity everywhere awaiting to be grasped. Why not amend our by-laws so as to cover international conditions for the whole universe?

## The Use of Flowers in War Times.

Indeed, they were essential in ordinary times and they are much more so in war times when the world seems sad, for the beauty and fragrance of flowers give strength to the spirit and lightens the heavy heart of sorrow, and those who supply the world with them at this time are benefactors and deserve the praise of their fellow beings.



WM. F. GUDE  
Re-elected President of the F. T. D.

that we can settle up. All of this would not be necessary, and it should not exist, if our members would be more accurate in transmitting orders and more prompt in acknowledging the same and sending out bills at once in accordance with our constitution and by-laws. By so doing it might inspire our non-members, to whom it is frequently necessary to send orders, because there may be no F. T. D. member in that particular locality.

Another item which is of utmost importance is the prompt and careful filling of orders when they are received and the little details and instructions which are to go with them carried out to the letter. It is really deplorable to think that any employer or employee should fill an order any old way with the idea in his mind, "What difference does it make; nobody will ever know-how much was paid for it and I will execute it to make the biggest profit, irrespective of whom it may hurt." The motto of every individual or corporate member of this or



### Window Displays.

The movement that was started some time ago to stimulate window displays and recognize ability in this direction has been given another forward step at this convention. Prizes have been offered by Sam Seligman and Kennicott Bros., of Chicago, and Charles H. Grakelow, of Philadelphia. Any florist who will carefully study the florists' window displays in this city will no doubt get ideas, which when taken home and put into effect, will bring him more than his trip cost to Cleveland.

### Associate Membership.

Secretary Pochelon has heretofore brought up the question of making some provision in our constitution for associate memberships. There are few associations of any importance in any line of industry that have not found it expedient to receive associate members. No doubt this question will be favorably considered by this convention, but it remains to be determined the condition on which such associate membership will be received. In connection with this is the kindred matter of foreign membership. Perhaps at this time, while the war is in progress, there may be some difficulty in adjusting this matter, but it should not be allowed to sleep as its importance is manifest to all.

### Relations with the S. A. F. & O. H.

The fundamental aims of the F. T. D. and the parent organization, the S. A. F., are the same. Unquestionably the two organizations can mutually assist and forward each other's purposes and objects. This is forcibly illustrated thus far in the Publicity Campaign.

### Finance.

The financial condition of this association, as shown by the reports of the secretary and treasurer, are highly satisfactory, but no association can afford to neglect the future, and your president would recommend that steps be taken at the earliest possible date toward the establishment of a permanent fund. This will give the association better standing and is in all respects highly favorable.

### Membership Present and Prospective.

The condition of the membership will be reported in detail by Secretary Pochelon and I need not refer to same, except to say that our membership has been growing steadily. During the past six years it has increased to more than ten times the initial enrollment of 57. Members should lose no opportunity to interest and bring in new members. In union there is strength, and the more we increase our membership the greater will be our usefulness to the public and the greater the rewards we may expect to derive.

### Cost Finding and Overhead.

In the great campaign that has been going on in this country, notably in the last five years, looking toward greater efficiency in all lines, investigations into costs and overhead have been playing a considerably greater and greater part. This is a matter which we cannot afford to ignore, and too much credit cannot be given to

the work of those far-seeing members who have been interesting themselves to bring this matter properly before you. Your president predicts that the work of this convention will see another forward step taken in this matter, with corresponding benefit to our entire membership.

### Business Conservation.

Conservation is a term that has been used so often during the present war that we sometimes pass it over too lightly and fail to appreciate its full meaning and its vital importance. The fast crowding events of the last three years have only served to more strongly emphasize the necessity of conserving in all lines. We understand the conservation of coal and of fuel generally. We realize the necessity for conservation of food and of all of our natural resources, but it is just as necessary to conserve manpower and capital and to stop waste wherever it may be found.

It has been well said that the cost of merchandise and overhead and op-



PHILIP BREITMEYER

Re-elected Vice-President of F. T. D.

erating expenses have gone up and will increase still further. In order to maintain normal profits, it is obvious that it is necessary to cut down expenses as far as possible, stop losses, avoid lost motion, eliminate waste and work faster. No store can hold on to the old, wornout methods and yet operate at the speed that is required by present day conditions. The war has called thousands of trained workers out of stores; the new employees are untrained. One of the most difficult problems that the florist of today has to meet is how to carry on business more efficiently than ever before, yet with less help, and at the same time avoid all waste. The florist owes it to himself, as well as to his country, to make certain that neither his time, his goods nor his money are wasted. If he is to actively co-operate with our government in this crisis, and at the same time benefit himself, he must conserve labor, eliminate waste and speed up his business. He can only achieve this through evolving a more

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efficient system than he has heretofore used.

### Aims and Objects of the Association.

A writer in one of our prominent trade papers recently had this to say of the Florists' Telegraph Delivery Association: "It stands for the closer union of retail florists for mutual help, a standardized method of book-keeping and accounting, a better system of credits, enlarged sales channels, the exchange of the best thought on floral matters; in short, it means the breaking down of cut-throat competition and the substitution of genuine cooperation, to the end that the florists' business everywhere shall develop more normally, healthfully and broadly."

That portion of humanity which has



not as yet been made receptive to the business tendency of the age is prone to consider such aims too altruistic, too Utopian for any use. But the fact that, in rapid succession, men and firms, not hitherto actively enjoying its benefits, are becoming members (to see how it pans out) is the *prima facie* evidence that the association is on the high road to success. When these renew their membership, it is their usual comment that they are sorry they did not join years before because they have profited so largely in their first year's experience. The history of the association further shows that scarcely has a member dropped out on account of being dissatisfied with the results derived from membership.

#### Flowers in Hospitals.

At a recent meeting of the New York Florists' Club, Mrs. J. Clark Curtin, chairman of the Committee on Home and Overseas Relief of the National League for Women's Service, described the distribution of flowers to sick and wounded soldiers and sailors at the different hospitals in and around New York. She expressed the thanks of her organization to the New York Florists' Club who had given liberally to aid this work, and read several letters from the wounded who had been cheered by gifts of flowers. This is true of another committee, notably in Washington, D. C.

#### Non-Essentials.

Charles A. Hinsch, president of the American Bankers' Association, at a recent convention of that body held in Chicago, Ill., has this to say of non-essentials: "Every single line of activity runs into all the others. Every question is tied up with all the others—questions of banking, financing, transportation by land and sea, and by lake, river and canal as well, questions of industrial and agricultural production, of wages, efficiency, of social content and social unrest, and the still subtler questions concerned with the health, vigor, education and morality of the people—all are linked together. So it is that we cannot conduct the war without also conducting 'the war after the war.' It is not permitted that we live only for today. Prudence demands that the work of next week and next month be so ordered that the work of the next week and next month be developed rationally and normally. Whatever our inclinations, we find ourselves inevitably looking forward."

#### Business Ethics.

Questions are constantly arising between members that may lead to differences that will prove embarrassing unless they receive broad-minded and intelligent treatment. The policy of this association has been, and it is hoped will continue to be, broad-minded and liberal. It is recognized that this is an organization for service and that if we are to be of any use to ourselves or to our communities, we must at all times furnish the very best services at the least expense consistent with fair and reasonable profits.

Telegrams of regret and greeting were read from Grandy, Florist, Nor-

folk, Va., President Chas. H. Totty of the S. A. F., C. H. Grakelow, F. S. Webb, A. F. Borden, Albert Knopf, Redondo Floral Co. and W. L. Rock, regretting their enforced absence. On motion of George Asmus a telegram of sympathy was sent to Mr. Grakelow, together with a floral remembrance.

Treasurer W. L. Rock's report was read by Secretary Pochelon.

#### Financial Statement July 31, 1918 to October 8.

RECEIPTS.	
Membership .....	\$60.00
Annual Dues.....	4,150.50
Guaranty Fund.....	140.00
Sale of Electro types .....	7.00
Interest .....	\$4,357.50
	\$1.25
	\$4,438.75
DISBURSEMENTS.	
Reporting Minutes of Meeting, St. Louis.....	\$35.92
Printing: Lists of Members .....	\$48.00
Folders .....	10.20
Postals .....	15.50
	103.70
Auditing .....	25.00
Advertising (Trade Papers) .....	44.70
Secretary's Expenses: Miscellaneous .....	49.68
Checks .....	234.00
	283.68
Expenses Mr. F. C. W. Brown to select Emblem: Printing and Postage .....	43.20
Prize Design.....	200.00
	243.20
Total Disbursements.....	\$736.20
Net Receipts for Period..	3,702.55
Balance July 31, 1918.....	9,287.32
	\$12,989.87
Balance .....	
Invested as follows:	
General Mortgage Bonds of Atchison, Topeka & Santa Fe Ry. Co. (Par Value \$3,500.00) .....	\$3,310.00
Imperial Russian Government Bonds (Par Value \$2,000.00) .....	1,895.92
Kansas City, Kansas Internal Improvement Bonds (Par value \$500.00) .....	513.44
U. S. "Liberty Loan" Bonds, First Issue.....	1,000.00
U. S. "Liberty Loan" Bonds, Second Issue....	500.00
Cash on Deposit with First National Bank, Kansas City, Missouri.....	5,770.51
	\$12,989.87

WILLIAM L. ROCK, Treasurer.

Soldiers in khaki singing patriotic songs and urging Liberty Loan subscriptions were given a vote of thanks and presented with a unique bouquet made of cigars and cigarettes, designed by Max Schling.

Secretary Pochelon then presented his report, which was published in our last week's issue.

At the afternoon session after an address by Floyd E. Waite, director of the park department, much business of importance was transacted and awards for the window display by local florists were made as follows:

1st prize, \$100, Knoble Bros.; 2nd prize, silver cup, J. M. Gasser Co.; 3rd prize, \$25, Smith & Feters. The cash awards were made in Liberty Bonds and Thrift Stamps.

At the evening session on Tuesday, Kerman P. Knoble read an interesting paper on publicity and Major O'Keefe of Boston made an address on national advertising.

Wednesday's sessions were occupied with much important business and officers were elected as follows:

President, Wm. F. Gude, Washington, D. C.

Vice-president, Philip Breitmeyer, Detroit, Mich.

Secretary, Albert Pochelon, Detroit, Mich.

Treasurer, Wm. L. Rock, Kansas City, Mo.

Directors for three years, Charles H. Grakelow, Philadelphia, William J. Palmer, Buffalo, A. F. Borden, Los Angeles.

Buffalo was selected for the 1919 meeting.

Many exhibits of decorative plants and florists' supplies were made as well as the exhibits of advertising.

An excellent luncheon was served by the local committee in the parlors adjoining the meeting room at the close of the opening session on Tuesday and on Tuesday afternoon the members were taken by automobiles to the J. M. Gasser Co., range and on the return trip were hospitably entertained at Mrs. Gasser's home.

#### CIVIL-SERVICE EXAMINATION.

The United States Civil Service Commission announces that for the continuous open competitive nonassembled examination for plant pathologist, for both men and women, for filling vacancies in the Department of Agriculture, for duty in Washington, D. C., or elsewhere, at entrance salaries ranging from \$1,200 to \$2,400 a year, the maximum age limit of 45 years has been eliminated, and the minimum age limit of 21 years has been reduced to 20 years.

Applicants for this examination must have reached their 20th birthday on the date of making oath to the application.

Full information in regard to this examination is contained in original announcement No. 273, a copy of which, together with the proper application blank (Form 2118), may be obtained from the Civil Service Commission, Washington, D. C.

Rochester, N. Y.—Clyde LaRock, chauffeur for George T. Boucher, has enlisted in United States Army Transport Corps and within a short time will train at Jacksonville, Florida.

## SEED TRADE

### Statement of Boddington Company.

In order that all the trade papers may have correct information relative to the affairs of this company we wish to state that the three creditors who on October 4th filed petitions in bankruptcy and for the appointment of a receiver for Arthur T. Boddington Company have applied for dismissal of these petitions as an examination of the company's affairs shows it to be solvent by a considerable margin. This voluntary action was taken by the petitioners without any conditions or considerations being demanded from the company. At a meeting of the Board of Directors held on October 6th Mr. Arthur T. Boddington was elected president of the company.

ARTHUR T. BODDINGTON Co., Inc.  
Arthur T. Boddington, Pres.

### New England Crop Report.

The Bureau of Crop Estimates of the United States Department of Agriculture sends out the following report:

Field Agent's Office, Wakefield, Mass.

Frosts around Sept. 11 hurt corn, beans, potatoes and garden crops somewhat in northern New England. Continued heavy rains, later, did some damage, delaying fall work.

Corn conditions: Me., 78; N. H., 76; Vt., 68; Mass., 90; R. I., 93; Conn., 94; U. S., 68.6; U. S. average, 75.0  
Spring wheat: Average yield, Me., 25; N. H., 24; Vt., 22; Mass., 23; R. I., 27; Conn., 22.

Oats: average yield, bushels, Me., 40; N. H., 38; Vt., 41; Mass., 41; R. I., 35; Conn., 36.

Barley: average yield, Me., 28; N. H., 36; Vt., 30; R. I., 31; Conn., 35.

Buckwheat: condition, Me., 86; N. H., 83; Vt., 75; Mass., 80; R. I., 88; Conn., 88.

Potatoes: estimated production, Me., 24,245,760; 1917, 20,500,000; New Hampshire, 2,754,000; Vt., 3,062,800; Mass., 4,698,000; R. I., 680,000; Conn., 2,898,000; U. S., 391,033,038; 1917, 441,000,000. Some rot reported in potatoes here, due to heavy rains.

Tobacco, estimated production, pounds, Mass., 16,499,280; Conn., 39,825,720. U. S., 1,265,930,000.

Grains are all fine quality. Millet hay and pasture are below normal.

Field beans: estimated production compared with usual production: Me., 200 per cent; N. H., —; Vt., 200; Mass., 300; R. I., 250; Conn., 250. Bean yields are fair to good where

## Our Dutch Bulbs

have arrived and we are busy filling our advance orders.

We have limited surpluses. Send us your list of requirements for special quotation.

*Sow winter flowering Sweet Peas to follow "Mums," and for spring and Easter flowering. Full list sent on request.*

**Arthur T. Boddington Co., Inc.**

Seedsman

128 Chambers Street, : : : New York City

**"Seeds with a Lineage" All Varieties**  
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of Commerce Bldg., Boston, Mass.

## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6-9 ft.,	600	\$7.00
" 9-12 ft.,	400	8.50

Prices ex warehouse New York  
Terms—Net cash 30 days.

**McHUTCHISON & CO.**

95 Chambers St.,

New York

## Freesia Purity

MAMMOTH SIZE

Also 5-8 and up

FREESIA — refracta alba 5-8 inch.  
SWEET WILLIAM — single mixed fine strain.

CYCLAMEN Seed. Finest American grown from the very finest strains.  
Prices on Application

**J. M. THORBURN & CO.**

53 Barclay Street  
Through to 54 Park Place  
NEW YORK CITY

they were not damaged too much by frosts in June. Truck crop yields are generally good. Crops, for the most part, matured and ripened early.

Apples: condition, Me., 38; N. H., 50; Vt., 35; Mass., 60; R. I., 47; Conn., 45. Commercial crop, estimated production in barrels, Me., 195,000 against 400,000 in 1917; N. H., 94,000 against 120,000; Vt., 135,000 against 135,000; Mass., 275,000 against 225,000;

(no figures in R. I. and Conn.); U. S., 24,400,000 against 22,519,000.

V. A. SANDERS.  
Field Agent.

**STUMPP & WALTER CO.**  
**Seeds and Bulbs**  
30-32 Barclay Street  
NEW YORK CITY



## IN THE National Capitol

At your service to deliver Flowers  
or Designs on Order by Tele-  
graph or otherwise. Prompt  
Reliable Service.

**GEORGE H. COOKE**

Connecticut Ave. and L St.  
WASHINGTON, D. C.

*Penn*  
The  
Florist

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

**124 TREMONT ST.  
BOSTON**

FOR

**KANSAS CITY**

Transfer Your Orders to

**SAMUEL MURRAY**

1017 Grand Avenue

Member Florists' Telegraph Delivery

**DAVID CLARKE'S SONS**

Deliver orders from any part of the country to

**New York City**

Write or Telegraph

2139-2141 Broadway, - New York  
Telephone 1552-1553 Columbus

**KOTTMILLER, Florist**

426 Madison Ave. and 49th St., New  
York. Also Vanderbilt Hotel

Telephone, Murray Hill 783

Out-of-town Orders Solicited. Location  
Central. Personal Attention.

Member F. T. D. Asso.

**ADAM SEKENGER  
FLORIST**

32 NEWBURY STREET, BANGOR, ME.

We Cover all Points in Maine

**Providence, Rhode Island  
Johnston Brothers**

LEADING FLORISTS

**38 Dorrance Street**

Member Florists' Telegraph Delivery

## Of Interest to Retail Florists

FLOWERS BY TELEGRAPH.

Leading Retail Florists Listed by  
Towns for Ready Reference. Orders  
transferred by telegram or otherwise  
to any of the firms whose address is  
here given will be promptly and prop-  
erly filled and delivered.

Albany, N. Y.—H. G. Eyres, 106 State St.  
Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 New-  
bury St.

Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan  
Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.

Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th  
St.

Cleveland, O.—The Smith & Fettes Co.,  
735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643  
Broadway.

Detroit, Mich.—J. Breitmeyer's Sons,  
corner Brodway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New  
Boston Rd. and 36 N. Main St.

Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017  
Grand Ave.

New Haven, Conn.—J. N. Champion &  
Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-  
2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison  
Ave., at 48th St.

New York—Dards, N. E. corner 44th St.  
and Madison Ave.

New York—G. E. M. Stumpp, 761 Fifth  
Ave.

New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.

New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.

New York—Max Schling, 785 Fifth Ave.

Providence, R. I.—Johnston Bros., 38  
Dorrance St.

Rochester, N. Y.—J. B. Keller Sons, 25  
Clinton Ave. N.

Established 1874

**DARDS**

341 Madison Ave., New York

**HELP do YOUR BIT To-day**

By **SELLING THRIFT and  
WAR SAVING STAMPS.**

**STAND behind THE FOOD  
CONSERVATION LAWS.**

Display prominently **PATRI-  
OTIC POSTERS.**

**DO IT NOW**

**JOHN BREITMEYER'S  
SONS**

Cor. Broadway and Gratiot Ave.  
DETROIT, MICH.

**Artistic Designs . . .  
High Grade Cut Blooms**

We cover all Michigan points and good  
sections of Ohio, Indiana and Canada.  
Members Florists' Telegraph Delivery  
Association.



GUDE BROS CO  
1214 F ST NW  
WASHINGTON DC

**GUDE BROS. CO.**  
WASHINGTON, D. C.

Member Florists Telegraph Delivery

Orders for NEW YORK.  
Write or Phone to

**MAX SCHLING**

**785 Fifth Ave.**

Best Florists in the States as  
References.

**EUROPEAN ORDERS EXECUTED**

Members of the Florists'  
Telegraph Delivery

**THE ROSERY**

**23 STEUBEN ST.**

**ALBANY, N. Y.**

FLOWER DELIVERIES FOR ALBANY  
AND VICINITY

Members Florists' Telegraph Delivery

**G. E. M. STUMPP**

**761 Fifth Ave.**

**NEW YORK CITY**

Member Florists' Telegraph Delivery Asso.

**YOUNG & NUGENT**

**42 West 28 Street  
New York**

Member Florists' Telegraph Delivery

**YALE! YALE!**

And All New Haven Neighborhood

**FLOWER and PLANT DELIVERIES**  
Everything First-Class

**J. N. CHAMPION & CO.**

1026 Chapel St., New Haven, Conn.



# CHICAGO Send Your Orders to WILLIAM J. SMYTH

Member Florists' Telegraph  
Delivery Association

Michigan Ave. at 31st Street

Prompt Auto Delivery  
Service

**THOS. F. GALVIN**

INC.

**NEW YORK** 561 Fifth Ave.  
Vanderbilt Hotel

**BOSTON** 1 Park Street  
799 Boylston Street

Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for

**CLEVELAND**

and State of Ohio

Complete Stock. Regular discount to Trade.

**KNOBLE BROS.**

1896 W. 25th St., Cleveland, O.

Member Florists' Telegraph Delivery

**THE SMITH & FETTERS CO.**

735 Euclid Avenue

**CLEVELAND, OHIO**

Flowers of Every Kind in Season

**CLEVELAND**

**A. GRAHAM & SON**

5523 Euclid Ave.

Will take good care of your orders

Members of F. T. D. Association.

Rochester, N. Y.

**J. B. KELLER SONS,**

FLORISTS

25 Clinton Avenue, N.

Rochester Phone 506. Long Dist. Bell Phone 2180

Members Florists' Telegraph Delivery

**S. A. ANDERSON**

440 Main St., Buffalo, N. Y.

ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.

Member Florists' Telegraph Delivery

**HIGH GRADE PLANTS**

For Retail Stores a Specialty

ASK FOR LIST

**THOMAS ROLAND, Nahant, Mass.**

**WORCESTER, MASS.**

Randall's Flower Shop

HARRY I. RANDALL, Proprietor.

Member Florists' Telegraph Delivery

St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.

St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.

Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.

Washington, D. C.—Gude Bros., 1214 F  
St.

Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.

Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

THREE CHEERS FOR THE  
FLORISTS OF CHICAGO  
AND COOK COUN-  
TY !!!

THE FOURTH LIBERTY LOAN  
QUOTA—\$300,000—For Florists  
and Allied Trades Only (Does  
Not include Nurserymen and  
Seedsmen)—Oversubscribed by  
October 10th, 1918.

Total Subscriptions to Date—  
303,000. Of This Amount \$92,-  
000 are "Plus" Subscriptions.

F. LAUTENSCHLAGER,

Chairman—Florists & Allied  
Trades.

FOURTH LIBERTY LOAN.

BUSINESS TROUBLES.

Scarsdale, N. Y.—John F. Burfeind,  
a florist, has filed a petition in bank-  
ruptcy. His liabilities are \$10,173, and  
assets \$330, consisting of stock, \$300;  
delivery wagons, \$15; tools, \$10; and  
cash in bank, \$14.

**HESS & SWOBODA**

FLORISTS

Telephones 1501 and L 1532

1415 Farnum St.

**OMAHA, NEB.**

THE F. T. D. FLORIST for

Elizabeth, N. J.

**LEAHY'S**

Best of Service 1169 E. Jersey St.

**H. F. A. LANGE**

WORCESTER, MASS.

Deliveries to all points in New England.  
125,000 Square Feet of Glass.

Member Florists' Telegraph Delivery  
Association.

**ST. LOUIS, MO.**

**FRED C. WEBER**

4326-28 Olive St.

Member Florists' Telegraph Delivery Association  
NOTICE INITIALS. We have one store only

**THE J. M. GASSER COMPANY,**

**CLEVELAND**

Euclid Avenue

The Far-Famed Flowers of

**TORONTO**

Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.

**JOHN H. DUNLOP**

8-10 West Adelaide St. - TORONTO, ONT

ALBANY, N. Y.

**EYRES**

Flowers or Design Work

DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER

106 STATE STREET, ALBANY, N. Y.

**"THE HOME OF FLOWERS"**

The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.

**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.

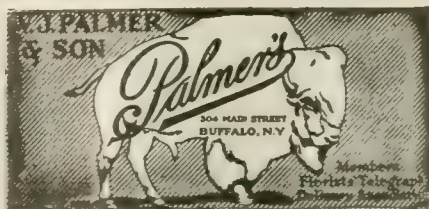
**The Park Floral Co.**

B. E. GILLIS, President.

E. P. NEIMAN, Secretary.

Member Florists' Telegraph Delivery

**DENVER, COLORADO**



Quality and Reliability  
**WARBURTON**

FALL RIVER, MASS.

Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



YOUR ORDER FOR  
**BEAUTIES**

will be filled complete if you  
depend on us to supply you.  
The quality is the best and the  
price is right.

**THE LEO NIESSEN CO.**

1201 Race Street, PHILADELPHIA, PA.

**EDWARD REID**  
**WHOLESALE FLORIST**

1619 - 21 Ranstead St., Philadelphia, Pa.  
CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

**CHARLES E. MEEHAN**

*Wholesale Cut Flowers  
Plants, Greens, etc.*

5 So. Mole St., PHILADELPHIA, PA.

**GEORGE B. HART**

**WHOLESALE FLORIST**

24 Stone St., Rochester, N. Y.

**E. G. HILL CO.**

**Wholesale Florists**

**RICHHMOND, IND.**

Please mention Horticulture when writing.

**MICHIGAN CUT FLOWER  
EXCHANGE, Inc.**

**WHOLESALE COMMISSION FLORISTS**

Consignments Solicited

*Hardy Fancy Fern Our Specialty*

264 RANDOLPH ST., DETROIT, MICH.

*The House for Quality and Service*

**ZECH & MANN**

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO



**TRY**  
**Horticulture's Advertisers**  
**FIRST**

**Before Looking Elsewhere**

**Tell Them You Did So And  
They'll Reciprocate**

**IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.**

*For Safety Place Your Orders With Us*

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

**WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100  
TO DEALERS OF LY**

	BOSTON Oct. 14		ST. LOUIS Oct. 14		PHILA. Oct. 14	
Roses						
Am Beauty, Special	40.00	to 60.00	30.00	to 40.00	40.00	to 50.00
" " Fancy and Extra	30.00	to 40.00	15.00	to 20.00	30.00	to 35.00
" " No. 1 and culls	8.00	to 16.00	6.00	to 15.00	20.00	to 25.00
Russell	12.00	to 25.00	4.00	to 20.00	10.00	to 35.00
Hadley	8.00	to 25.00	4.00	to 8.00	8.00	to 25.00
Euler, Mock	8.00	to 20.00	.....	to .....	10.00	to 25.00
Arenberg, Hoosier Beauty	8.00	to 21.00	4.00	to 8.00	.....	to .....
Ward, Hillingdon	8.00	to 16.00	3.00	to 6.00	6.00	to 8.00
Killarney, Key, Taft	8.00	to 20.00	3.00	to 6.00	6.00	to 15.00
Ophelia, Sunburst	8.00	to 25.00	3.00	to 10.00	8.00	to 20.00
Carnations	10.00	to 12.00	3.00	to 4.00	5.00	to 6.00
Cattleyas	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00
Lilies, Longiflorum	20.00	to 25.00	12.50	to 15.00	17.00	to 20.00
Lilies, Speciosum	20.00	to 25.00	.....	to .....	.....	to .....
Lily of the Valley	6.00	to 10.00	0.00	to 8.00	.....	to .....
Snapdragon	4.00	to 12.00	4.00	to 6.00	.....	to .....
Violets	.75	to 1.00	50.	to .75	.....	to .....
Asters	6.00	to 8.00	3.00	to 5.00	.....	to .....
Dahlias	2.00	to 4.00	3.00	to 10.00	.....	to .....
Calendula	1.00	to 2.00	2.00	to 3.00	.....	to .....
Chrysanthemums	25.00	to 35.00	15.00	to 25.00	3.00	to 5.00
Gardenias	.....	to .....	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to .....
Smilax	.....	to 35.00	12.50	to 15.00	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 75.00	50.00	to .....

**WILLIAM F. KASTING Co.**

**Wholesale Florists**

568-570 WASHINGTON STREET - BUFFALO, N. Y.

**J. A. BUDLONG**

184 North Wabash Avenue, CHICAGO

**ROSES, VALLEY and  
CARNATIONS**  
A Specialty

**WHOLESALE  
GROWER of**

**CUT FLOWERS**

**ROBERT DYSART**

**CERTIFIED PUBLIC ACCOUNTANT**

Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED

40 STATE STREET . . BOSTON

Telephone Main 58

**Boston Floral Supply Co.**

347-357 Cambridge St., Boston

Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS

Send for price list if you have not received one.

Flower Market Reports

Scarcity of stock still **BOSTON** continues in the market and many wholesalers have been making hurried trips to nearby cities in an attempt to secure enough material to cover their orders. While immediate local demands have somewhat decreased on the other hand outside shipping orders have greatly increased and in consequence the market is cleared up daily. Roses all along the line are in fine condition with prices holding high and firm even on stock which under ordinary conditions at this season of the year would be passed up by the buyer. Carnations are improving every day and while shipments of chrysanthemums are also growing larger they soon disappear. Lilies are scarcer than usual and violets sell readily although as yet are not over abundant. Asters and gladioli have practically disappeared from the market.

Probably the greatest **CHICAGO** difference that ever existed between supply and demand in the Chicago market was experienced last week. There have been instances where there was a shortage for a limited time, but this is the third week and the lack of flowers in proportion to the call for them exceeds the previous weeks. To explain the increased demand one has only to count the columns of death notices in the daily papers. The use of as little coal as possible has caused chrysanthemums as a whole to be backward, but the supply of these is now helped out by western stock. Roses are in the best grades mostly and with carnations as high as six cents cheap funeral work has been out of the question and artificial flowers have been resorted to. Local violets are in and the sales use them up each day at 75c. per 100. A few gladioli are seen and the ever present calendula is still selling well.

The market is very **CINCINNATI** active. Stock of all kinds is in demand and cleans up quickly on arrival. The call for stock is so strong that the present supply is running short and more flowers could be used if we had them. The rose supply is fairly large but the demand for them is so strong that the present supply proves inadequate. Carnations are very scarce. Chrysanthemums are in a better supply and are proving good property and sell up each day. The medium grades predominate in so far as num-

# CHRYSANTHEMUMS

The better quality of the early varieties are coming in, yellow, pink and white.

**\$2.00, \$3.00 and \$4.00 per dozen**

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

**NEW YORK**  
117 W. 28th St.

**PHILADELPHIA**  
1608-1620 Ludlow St.  
WASHINGTON, 1216 H. St., N. W.

**BALTIMORE**  
Franklin & St. Paul Sts.

WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Oct. 14		CHICAGO Oct. 14		BUFFALO Oct. 14		PITTSBURG Oct. 14	
Roses								
Am. Beauty, Special	25.00	to 35.00	60.00	to 90.00	30.00	to 40.00	30.00	to 35.00
" " Fancy and Extra	15.00	to 20.00	40.00	to 50.00	20.00	to 25.00	20.00	to 25.00
" " No. 1 and culls	6.00	to 10.00	10.00	to 25.00	5.00	to 15.00	6.00	to 15.00
Russell	6.00	to 15.00	20.00	to 40.00	6.00	to 15.00	6.00	to 20.00
Hadley	6.00	to 12.00	15.00	to 20.00	4.00	to 10.00	.....	to .....
Euler, Mock	6.00	to 12.00	15.00	to 20.00	5.00	to 12.00	6.00	to 20.00
Arenberg, Hoosier Beauty	5.00	to 8.00	15.00	to 20.00	8.00	to 15.00	.....	to .....
Ward, Hillingdon	4.00	to 6.00	15.00	to 20.00	4.00	to 6.00	4.00	to 15.00
Killarney, Key, Taft	3.00	to 6.00	15.00	to 20.00	4.00	to 10.00	4.00	to 12.00
Ophelia, Sunburst	3.00	to 4.00	15.00	to 20.00	5.00	to 12.00	4.00	to 12.00
Carnations	2.00	to 3.00	6.00	to 8.00	2.00	to 5.00	3.00	to 4.00
Cattleyas	60.00	to 75.00	75.00	to 100.00	60.00	to 75.00	60.00	to 90.00
Lilies, Longiflorum	15.00	to 20.00	15.00	to 20.00	15.00	to 20.00	15.00	to 20.00
Lilies, Speciosum	.....	to .....	.....	to .....	4.00	to 6.00	.....	to .....
Lily of the Valley	.....	to 6.00	4.00	to 8.00	5.00	to 12.00	.....	to .....
Snapdragon	.....	to .....	3.00	to 4.00	3.00	to 5.00	4.00	to 8.00
Violets	.....	to .....	.75	to 1.50	.75	to 1.00	.....	to .....
Asters	2.00	to 4.00	4.00	to 6.00	1.00	to 2.00	2.00	to 4.00
Dahlias	4.00	to 5.00	.....	to .....	3.00	to 6.00	6.00	to 15.00
Calendula	.....	to .....	3.00	to 4.00	1.00	to 2.00	.....	to .....
Chrysanthemums	.....	to .....	40.00	to 60.00	3.00	to 4.00	30.00	to 40.00
Gardenias	.....	to .....	.....	to .....	25.00	to 40.00	.....	to .....
Adiantum	.....	to 1.00	1.00	to 2.00	1.00	to 2.00	.....	to 2.00
Smilax	15.00	to 20.00	15.00	to 20.00	15.00	to 20.00	.....	to 20.00
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 75.00

ber's are concerned. Easter Lilies are finding a good market. Dahlia receipts have been large and have been finding a ready sale. Other offerings are cosmos and single violets. The supply of ferns have been barely sufficient to satisfy immediate wants and smilax is somewhat scarce.

American Beauty **PHILADELPHIA** roses are more plentiful and are perhaps in better supply than any other variety. The prices have eased up a little on them but are still high—ranging from fifty down. Other roses such as Russell, Columbia, Killarney and Ophelia, continue of very good quality—the only trouble being—not enough to go around. Carnations have improved a little both in quality and quantity. Cattleyas are a strong feature and sell well at moderate figures. Chrysanthemums coming in

more freely—very well grown stock—the most notable sorts at present being Early Snow, Polly Rose, Unaka, Chrysolora, and Golden Queen. Dahlias still in moderate supply and some of them of very good quality. Violets have made their appearance and meet with a fair demand. Cosmos more plentiful. Among the miscellaneous items to be seen are wild asters, eupatorium, tritomas, and hydrangeas.

Stock is very **ROCHESTER** scarce with hardly enough to go around. The unending demand for funeral work has kept every store working late for the past two weeks. The death rate in the city has been quite high and many bodies brought from the various camps have greatly added to the list. Never before have flowers been more at a premium than they

(Continued on page 399)



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Consignments Solicited  
MAURICE L. GLASS, Treasurer

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Oct. 12 1918		First Part of Week beginning Oct. 14 1918	
American Beauty, Special .....	8.00	to 25.00	10.00	to 30.00
" " Fancy and Extra .....	4.00	to 8.00	6.00	to 10.00
" " No. 1 and culls. ....	.50	to 2.00	.50	to 5.00
Russell .....	.50	to 6.00	1.00	to 8.00
Hadley .....	.30	to 6.00	.75	to 6.00
Euler, Mock, Key .....	.50	to 12.00	.75	to 12.00
Arenberg, Hoosier Beauty .....	.50	to 4.00	.50	to 5.00
Ward, Hillingdon .....	.50	to 3.00	.75	to 3.00
Killarney, Taft .....	.50	to 3.00	.75	to 3.00
Ophelia, Sunburst .....	.50	to 5.00	.50	to 6.00
Carnations .....	.75	to 2.00	1.00	to 3.00

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We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

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**W. J. COWEE, Berlin, N. Y.**

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For sale by dealers.

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Flower Market Reports

(Continued from page 397)

are now, and prices are correspondingly high. Roses, exceptionally so, but good stock is seen everywhere and prices are paid willingly. Easter lilies are none too plentiful. Carnations are coming in very slowly but are of poor quality as yet. Outdoor flowers such as gladiolus and asters are almost gone. A few short and inferior asters are seen and even these make big money. There still remain a few gaillardia, buddleia, snapdragons, zinnias and marigolds which are bought up quickly. Fortunately greens of about all kinds are plentiful. A heavy demand has been noticed this week for magnolia and galax leaves.

The market continues strong with carnations scarce and roses cleaning up daily. Violets are improving and dahlias in large quantities bring good prices owing to scarcity of other flowers. Hardy and fancy ferns are scarce.

So heavy are the demands upon the growers as a result of the influenza plague the retailers have had to resort to the use of artificial flowers in making up funeral designs. Everything in the flower line is being utilized and flowers of all kinds are bringing top prices. American Beauty roses, orchids, Mock, Radiance and Ophelia roses sell well. Chrysanthemums, October Frost and Unaka are available. Lily of the valley is coming in and asparagus and other greens sell as quickly as offered.

DESTROY INSECT PESTS OF GARDEN AND TRUCK CROPS NOW.

Insect pests of the garden attract most attention in the spring and summer but most of them continue to feed and breed until frost. Next year's crops can be protected by destroying these pests now, according to L. Hase-man of the University of Missouri College of Agriculture. Some of the pests such as potato beetles, squash bugs and cucumber beetles winter as adults. Others winter as immature pests such as cutworms, cabbage worms and grubs. By destroying as many of the pests as possible before frost and destroying later the harboring places, few of the common pests will succeed in passing the winter in sufficient numbers to seriously threaten next year's crops.

It is not too late to apply sprays

*New York Business is Good*

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NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Oct. 12 1918		First Part of Week beginning Oct. 14 1918	
Cattleyas.....	25.00	to 50.00	25.00	to 50.00
Lilies, Longiflorum.....	6.00	to 8.00	16.00	to 12.00
Lilies, Speciosum.....	2.00	to 4.00	2.00	to 4.00
Lily of the Valley.....	4.00	to 8.00	3.00	to 8.00
Snapdragon.....		to .....		to .....
Gladioli.....	2.00	to 4.00	2.00	to 4.00
Asters.....	.50	to 3.00	.50	to 4.00
Dahlias.....	.50	to 3.00	.50	to 3.00
Calendula.....	5.00	to 10.00		to .....
Chrysanthemums.....	1.00	to 3.00	1.50	to 4.00
Geranias.....		to .....		to .....
Adiantum.....		to .....	.25	to .50
Smilax.....	6.00	to 10.00	6.00	to 10.00
Asparagus Plumosus, & Spreng (100 bunches).....	8.00	to 12.00	8.00	to 12.00

for protecting late garden crops. Turnips, cucumbers and other crops are being attacked by green lice. Do not let them continue to breed but destroy them with the nicotine spray. Cabbage worms are still abundant and should be destroyed. As fast as a crop matures and is taken off get rid of all remnants of the crop in place of leaving them to breed pests which will pass the winter and attack next year's crops. Squash bugs are now maturing and should be destroyed before they seek winter harboring places.

Clean up all rubbish about the garden and after the last crops are taken off spade or plow it deeply to help destroy those garden pests which pass the winter in the soil. A little effort now will go a long ways toward protecting next year's crops of the garden.

SEARCHING FOR POTATO WART.

The Bureau of Plant Industry, endeavoring to combat potato wart, which has appeared in gardens in eastern Pennsylvania, has sent six trained plant pathologists to survey the infested area and has several men from the State agricultural colleges engaged in the same work. Ten men from the Pennsylvania State department of agriculture and several others from the Pennsylvania State College of Agriculture are also on the ground.

VISITORS' REGISTER

Rochester—Morris M. Cohen, of Arthur Schloss Co., New York and Milton Selinka, of Schloss Bros., Inc., New York.

Washington—Mr. and Mrs. J. W. Furrow, Guthrie, Okla.; Frederick W. Smythe, New York; Samuel A. Dawson, Burlington, Iowa.

Cincinnati—J. R. Goldman and N. O. Selby, Middletown, Ohio; Andrew Hauge, Fairmount, W. Va.; E. W. Guy, Belleville, Ill.; Walter Gray and Chas. Lodder, Hamilton, Ohio; Jas. Frost, of Frost & Spence, Greenville, Ohio; J. T. Herdegen, Aurora, Ind., and Fred Rupp, Lawrenceberg, Ind.

New York—Leonard Vaughan, Chicago; P. Welch, Boston; T. Tracey, Albany, N. Y.; Louis J. Reuter, Arlington, Mass.; F. J. Dolansky, Lynn, Mass.; J. MacDonald, Boston; Mr. Robin, Boston; Mr. Robinson, Peekskill; G. X. Amrhyn, New Haven, Conn.; B. A. Snyder, Boston; Sidney Hoffman, Boston.

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## CLUBS AND SOCIETIES

### NASSAU COUNTY HORTICULTURAL SOCIETY.

The annual dahlia show was held on Wednesday, Oct. 2nd. There was an excellent display of flowers, fruit and vegetables. The collection of vegetables, exhibited by Frank Petroccia and the display of dahlias, exhibited by Wm. Noonan are deserving of special mention. Robt. Jones, the manager, assisted by Jas. Gladstone, are to be congratulated on the excellent arrangement of the show. The judges were Messrs. Wm. Robertson, Port Chester, Geo. Ferguson, Manhasset and John W. Everitt, Glen Cove. The principal prize winners were W. J. Macheson, Jas. Kirby, gardener; Mrs. C. F. Cartledge, Wm. Noonan, gardener; P. W. Popp, Mamaroneck; C. D. Smithers, Thos. Henderson, gardener; J. Aldred, Thomas Twigg, gardener; Frank Petroccia, gardener; Mr. A. G. Hoderpyle, Joe Mastroianni, gardener; M. E. Taylor, Geo. F. Platt, gardener; A. V. Davis, Alex. McKenzie, gardener; Mrs. Percy Chubb, Robt. Jones, gardener, and James Holloway. In the class for table decoration, Robt. Jones was awarded 1st prize, Wm. Noonan, 2nd and Thos. Henderson 3rd. John Scheepers & Co. had a display of their new raspberry "La France" which was awarded a certificate of merit. A vase of dahlia Eilsa, exhibited by Jas. Holloway received an honorable mention. A very large and attractive display of dahlias was staged by Wm. Noonan. The judges awarded it a cultural certificate. P. W. Popp was also awarded a certificate for his display.

The regular monthly meeting of the above society was held in Pembroke Hall, Glen Cove, on Wednesday, Oct. 9th, President Robert Jones, presiding. One petition for honorary membership was received. The following were appointed to act as judges: Messrs. John F. Johnston, Jas. McCarthy and Thos. Much, and the following awards were made. Competition, 6 carrots, 1st Joe Mastroianni; 6 ears of corn, thanks of society to Joe Mastroianni; vase of dahlias, honorable mention to Jas. Holloway. Mr. Thos. Twigg generously offered a \$5 gold piece for the 12 heaviest potatoes to be competed for in competition at our next meeting to be held on Wednesday, Nov. 13. Competition for the societies' prizes are chrysanthemums, 3 white, pink and yellow. A barrel of potatoes has been donated for each day of the

chrysanthemum show on Thursday, Oct. 31 and Friday Nov. 1st, to be used as a door prize. It was decided to invite the ladies to judge the table decorations on the second day of the show. HARRY GOODBAND, Cor. Secy.

### NEW YORK FLORISTS' CLUB.

The meeting of the New York Florists' Club on Monday evening, October 14, was attended by an influential and interested audience of members, about one hundred in number. Liberty Bond subscriptions were the topic of the evening. The meeting was entertained and enthused by a fervent address by Corporal Murphy, a wounded Canadian soldier. Members of the club also spoke to good effect and the result was a gross subscription of \$40,000, of which one-half was contributed by the Lord & Burnham Co., through Thos. B. deForest, and \$4,000 by the club. The rest was pledged by individuals.

The exhibition was remarkable in size and quality. W. A. Manda of South Orange was the principal exhibitor. In his collection was a set of 125 species of tradescantia, which was accorded a silver medal. Aclixine was highly commended. Dracaena Rothiana received a cultural certificate, Dahlia Mandaianum was praised but has already a club certificate to its credit. The Babylon Dahlia Gardens showed a fine collection of dahlias. M. Milosy, gardener for George Schlegel showed the new dahlia Mrs. George Schlegel, which received a preliminary certificate last year. P. W. Popp was awarded a silver medal for a collection of choice seedling dahlias.

### ST. LOUIS FLORIST CLUB.

The club meeting was held at the greenhouses of W. R. Rowe at Kirkwood, Oct. 10th, about 50 members being present. The meeting was a very interesting one, the attraction being the dahlia show and was honored with the presence of Patrick O'Mara of Henderson's, who spoke most eloquently on the war situation and the part the florists of the country were taking in the upholding of loyalty. Through the courtesy of Secretary J. J. Windler, Ambulance Driver Renick, minus the right arm, also gave the members a little of his experience. An interesting essay was read by C. W. Wors on what to do with the glut when one arrives. The president appointed Messrs. Beneke, Wolfe, Guntley and Laurie to judge the display of dahlias.

### WESTCHESTER AND FAIRFIELD HORTICULTURAL SOCIETY.

At the meeting of this society on Friday night, Oct. 11, they had a small show in connection with the meeting, of fruit and vegetables, and there were present many friends of the society from a distance, including a delegation from the Tarrytown Horticultural Society. The classes called for 12 varieties of vegetables and 6 varieties, as well as individual varieties; a large collection of fruit, and one of apples. The prize winners were: 12 var. of vegetables, 1st, Thomas Ryan, Port Chester; 2nd, James Stuart, Mamaroneck; 3rd, Duncan McIntyre, New Rochelle. For 6 var., 1st, James Linane, Pelham Manor; 2nd, Robert Williamson, Greenwich; 3rd, John Andrew, Greenwich. Six celery, 1st, James Stuart; 2nd, A. H. Brown, Greenwich. Six onions, 1st, Thomas Ryan. Six parsnips, 1st, John Andrew; 2nd, James Linane. Three cauliflower, 1st, James Linane; 2nd, Alex. Greig, Greenwich. One cabbage, 1st, John Andrew; 2nd, Alex. Greig. Collection of fruit outdoor grown, 1st, James Stuart. Collection of apples, 1st, Oscar Addor, Larchmont; 2nd, Stephen Deitrich, Greenwich.

In plants and flowers James Linane was 1st for a collection of dahlias; Robert Williamson, 2nd, for a plant of begonia Emily Clibran, and James Stuart was 3rd for a vase of nerine flowers. John Scheepers, Inc., exhibited a very fine display of their new raspberry, La France, including a large dish of the fruit as well as a number of canes heavily laden with fruit. Awarded a certificate of merit.

Speeches were made by the following: George McIntosh, president of the Tarrytown Horticultural Society, E. W. Newbrand, secretary of the same; W. C. Russell of Tarrytown, Maurice Fuld of New York City, and M. C. Ebel, secretary of the N. A. G. who spoke on the private gardener's supply of coal and is getting the support of W. F. Gude through President Totty; also Thomas Glen, Harry Jones and George Strange. Our gifted member, John D. Wilson, gave several selections on the violin and Mr. Russell entertained with a song. At the close Wm. J. Seeley auctioned off a number of the exhibits, the proceeds to go to the smoke fund for enlisted members, and the very creditable sum of \$143.50 was realized for this worthy cause. The judges at



the show were Messrs. Jamison, Newbrand, Russell and Mackintosh, all of Tarrytown. Previous to the meeting they were entertained at the famous Lawrence Inn at a supper which it would be hard to beat. P. W. Popp, president of the society, presided, while the exhibition was under the capable management of James Stuart, secretary.

#### CHICAGO FLORISTS' CLUB.

The meeting was devoted to the cause of the Fourth Liberty Loan and with such good results that \$52,000 was pledged Oct. 10. It is a matter of pride and satisfaction to the florists to be able to say that their quota of \$300,000 was fully pledged when the time allotted to the drive was only half over. At the writing, Oct. 15, the sum totals \$315,000 and chairman Lautenschlager expects that at the finish Chicago florists will have \$50,000 excess with which to help put Chicago "over the top."

#### PHILADELPHIA.

Howard M. Earl, late manager for W. Atlee Burpee & Co., has associated himself with F. W. Bolgiano & Co., of Washington, D. C., and will take up his new duties at the capital in the near future.

Anthony Waterer is an advocate of shorter hours for the seed houses of Philadelphia. He says the Boston and New York houses have showed us it can be done. He thinks that except in the rush seasons in spring and fall that business could be managed on a basis of nine to five and twelve on Saturday.

#### NEW YORK

A meeting of the creditors of Wm. Elliott & Sons will be held at No. 97 Water St., (Room 203), New York City, on Tuesday, the 22nd inst. at 3 o'clock p. m. At that time the committee which has been supervising the liquidation of the business will make a report.

#### CINCINNATI.

R. Witterstaetter, who has been confined to his home by illness, is now convalescing.

O. H. Hoffmeister has been incapacitated for the past several weeks owing to severe injuries to his right forearm.

#### BOSTON.

The Gardeners' and Florists' Club of Boston cancelled its proposed free exhibition of vegetables and fruits that was to be held in Horticultural Hall, Oct. 15 and 16.

## LOCAL AND GENERAL NEWS

#### CHICAGO.

There are many cases of influenza among the florists and their families.

Mrs. Otto F. Larson, 1604 W. 63rd street, who has been seriously ill, is reported as slightly improving.

Harry Manheim of Hoerber Bros. has the sympathy of the trade in the loss of his brother Alfred on Oct. 13th.

The American Bulb Co. now has received in good condition all of their Dutch bulbs and expect the French bulbs in any day.

Something new in the interest of forestry was started this week, when five trees were planted in memory of soldiers who had gone to the service.

The Chicago Flower Growers' Association has received a large consignment of cosmos from Missouri. The flowers are none the worse for their shipment and make as fine a showing in their way as do the splendid Mrs. Russell and Milady roses seen on the adjoining counters.

Phil Schupp has reason to congratulate himself on getting chrysanthemums in early this year as the market has been shy so far. He is cutting Smith's Advance, Oct. Frost, Golden Glow, Queen, Kalb and others, and the first pompons were cut this week. Roses may be seen also at Budlong's that range all the way from the popular baby roses to the stately Mrs. Russell, and some of these same baby roses are now selling as high as \$6.00 per 100.

Another realistic war window is now seen at Geo. Wienhoeber's. It is a life like reproduction of the familiar Fourth Liberty Loan poster, "Come On!" The fighting Frenchman with blood stained garments just in the act of springing forward over the dead body of a comrade is faithfully reproduced in figures which show the horrors of war in their faces. A German helmet and gun add to the realistic appearance of the trampled battlefield. The work is so ably executed that it fills one with horror even while it attracts.

Chicago had the highest death rate in its history last week. Strange to say there were fewer requests to "omit flowers please" than usual. Perhaps the difficulty of securing them added to their attractiveness. The prairies that two weeks ago

were beautiful with wild asters are now quite bare, having been stripped to increase the meager supply of flowers as compared to the need for so many funerals. The oldest men in the trade cannot recall a situation that equals it; no one hesitates to use "weeds" if they can be had.

#### WASHINGTON, D. C.

Zack Carrick, who has been a member of the sales force at the George C. Shaffer store, has accepted employment at the Louise Flower Shop.

Frederick W. Meyer, formerly manager of the floral department of the F. H. Kramer store on F street, and at one time member of the firm of Leapley & Meyer, is now with George C. Shaffer.

The influenza has hit some of the florists and members of their families and included in the list is John Sharper, grower, who is located at Oxon Hill, Md., who is just now able to be up and about, and Mrs. George Dalglish, wife of George Dalglish of the George C. Shaffer store force, who is in the George Washington University Hospital suffering from the malady.

Some of Washington's stores are working twenty hours a day as a result of the toll of up to seventy deaths a day from the after effects of Spanish influenza. During several days last week Gude Bros. Company, was forced to refuse orders for funeral designs after a given hour each day. Other firms were similarly hit. "In the twenty years I have been in business I have never seen conditions as they are now," said George C. Shaffer, "and I will be glad to see the end of the rush." There is no limit to prices—the big question is whether the flowers are obtainable and then if they can be made up into designs. The last is another trying problem to the retailers. At several of the stores men were compelled to stop working because of being played out by the continual rush. "We cannot get men to deliver the stuff fast enough," said another florist. "We have orders for delivery in all sorts of out of the way places around town and in nearby places like Alexandria, Cherrydale, Bluemont, etc., and the people want automobile or wagon deliveries. We cannot keep up with the procession at that rate and have to refuse all long distance transportation unless the customer is willing to have the orders go via parcel post."



Cambridge

New York



WORLD'S OLDEST and LARGEST  
Manufacturers of ALL STYLES and  
SIZES of

### FLOWER POTS

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Cambridge, Mass.

#### PUBLICATION RECEIVED

The Greenhouse Beautiful by Philip J. Foley of the Foley Greenhouse Mfg. Co., of Chicago is a handsome book of thirty-two pages and cover containing many illustrations, some of them in color of various greenhouses constructed by the company and also the standard specifications for their greenhouses.

#### PATENTS GRANTED.

1,278,399. Propelling attachment for garden implements or the like. Grover Cleveland Tucker, Tuscaloosa, Ala.

1,278,573. Seed-planter. Alfred B. Bennett & Festus N. Stokes, Stokes-vill, Ga.

1,278,680. Wheel cutter. Katie Klaffert, El Paso, Texas.

1,276,900. Planter. William V. Gist, Sparta, Tenn.

1,277,542. Plow. William Wallace Cameron, La Crosse, Wis.

1,277,998. Weeding Device. Theodore Niemoth, Estherville, Iowa.

## Horticultural Books

For Sale by

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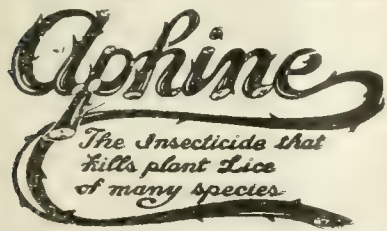
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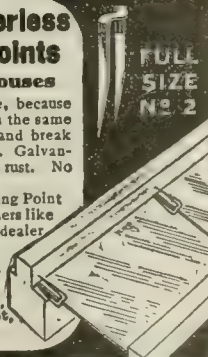
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Nephrolepis Dwarf Boston, 3 1/2-inch, 25c. each.

Nephrolepis Dwarf Boston, 6-inch, 50c. each.

Nephrolepis Dwarf Boston, 8-inch, \$1.00 each.

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## THE PLANT QUARANTINE

A representative delegation of florists and plantsmen, representing the S. A. F. and O. H., the National Association of Gardeners, and the American Association of Nurserymen, appeared before the Federal Horticultural Board at Washington, Oct. 18, to urge the postponement of the effective date of the proposed new import restrictions. The delegation was headed by William F. Gude, national representative, and Charles H. Totty, president of the S. A. F. and O. H., and Orlando Harrison, of Berlin, Md., representing the nurserymen.

The meeting was presided over by C. L. Marlatt, chairman of the Board, who stated that at the meeting of May 28, the whole problem of plant and tree importation had been gone into in detail and that there was really little or nothing to be said at this time. He also stated that the May meeting was held in compliance with the law and that, therefore, nothing more was necessary and the Board could have gone ahead with the enforcement of the regulations, but the Board wanted to give those interested in importing these things another opportunity to offer constructive suggestions.

President Totty was the first speaker in opposition. He urged the postponement of the operative date until some time after the conclusion of the war when conditions will have righted themselves and the American dealers placed in a position where they could handle the domestic business without having to rely on the foreign production. He presented a letter from the National Association of Gardeners opposing the regulations and pointing out the hardship placed upon the big estates who have sacrificed their collections of palms, exotics, etc., in their desire to conserve fuel. It was pointed out that it will be difficult at best to replace these valuable collections, but the Federal Board could assist in the work of again starting the collections by withholding these proposed new drastic rules.

The florists and gardeners have had to accept large sacrifices in the curtailment of coal, the loss of labor, the difficulties of transportation, etc., and it is felt that nothing more should be added to their burdens than is absolutely necessary. Mr. Marlatt pointed out that this would be a good time to put the regulations into effect as they would not be noticed—the Shipping Board and the War Trade Board have

so cut off importations that there is practically nothing in the plant line coming in and this condition would merely be carried on indefinitely without regard to the conclusion of the war.

Mr. Harrison, of the Nurserymen's organization, spoke very briefly, merely stating that inasmuch as the matter had been gone over so thoroughly before his fellow-members he would merely urge the postponement of the effective date of the regulations.

J. D. Eisele, vice-president of Henry A. Dreer, Inc., of Philadelphia, made a technical speech showing the effect of the regulations upon future plant stocks. He took up different varieties in detail. For instance, stating that his firm had during the past ten years imported \$359,000 worth of Kentia palms, in spite of having planted 1,100 bushels of seed, amounting to about 5,000,000 seeds, he declared that if they wanted to replace their importation of Kentias by domestic production it would require from 20 to 35 acres of additional glass. This the firm would not consider, particularly in view of the fact that at some future date the Board might reverse itself and permit the unrestricted importation of Kentias when the houses would be valueless for the purpose for which constructed.

Mr. Eisele stated that in this country it requires about six years to produce a seven-inch finished Kentia, as against four years for similar production in England, Scotland or Belgium. Climatic conditions are against quicker production and even the plants produced in California require an additional two years under glass to make them approach in quality those now brought over the water. Otherwise, they have the appearance of the palms grown in Southern France and Algeria.

If the Holland and Japanese water lilies are prohibited entrance into the United States, the only types available thereafter will be the most common varieties. Roses, too, will be badly affected by the regulations, he said, and he spoke of what would happen in the case of araucarias, bay trees, tuberous rooted begonias, bulbs, etc. He furnished the Board with a long list of bulbs against the importation of which there could be no objection on the ground that they carry disease.

Speaking of the Japanese beetle, which he said Dreer's were accredited with having introduced into the

United States, he declared that even if the government was compelled to spend \$15,000 annually, which was the case this year, for several years in fighting this pest, the total so spent would not offset the great losses to the importers from the cutting off of importations of Japanese plant stocks. He said that a couple of more cold winters like the last one in the United States would kill off completely domestic stocks of Japanese iris.

In concluding the meeting, Chairman Marlatt stated that further consideration would be given the matter and it is quite evident that the regulations as originally drawn up will be modified and the effective date extended.

Winfred Rolker's appeal to Dr. Galloway has brought a response to the effect that the suggestions made will according to Dr. Marlatt, be taken into careful advisement and the assurance is given that the Federal Horticultural Board will act only after careful consideration of all the important and broad questions involved.

### BOUND BROOK, N. J.

A visit to the Beechwood Heights Nurseries, Thos. Young, Jr., proprietor, is especially interesting to anyone in the profession, where roses, gardenias and orchids, the three leading specialties grown here, are objects of interest. The orchids certainly command our first attention for it may be safely said that there is no place in America or anywhere in the world where anyone can see such large numbers of cattleyas as here. All the leading varieties are represented not by hundreds but by tens of thousands for cut flower purposes, while special houses are devoted to choice, select varieties, albinos and all the rare hybrids. These choice forms are kept for the pleasure of the proprietor and as parents for hybridizing. Hybridizing and raising of seedlings has assumed huge proportions here and one can see over fifteen thousand plants in all stages of development, from tiny seedlings to plants of flowering size, when they are watched with anxiety to see the results of this interesting work done by Mr. Wicks, under whose care this huge collection of one hundred thousand orchids thrive as well and even better than in their native habitat. The gardenias are setting promising buds while the roses furnish large daily cuts of excellent flowers.



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It is highly gratifying to note the fine condition of Holland bulbs now being unpacked. They are of an unusually fine quality, solid, and thoroughly ripened, and they show no signs of starting into growth, which is really remarkable, considering that they have been in transit since early in August. We have never before seen bulbs open so well, after having been packed ten to twelve weeks. The Holland growers are to be complimented for their care in thoroughly curing and properly packing the bulbs. The cool weather, too, has favored them, and they really look as well as if they had been in transit only the usual two or three weeks.

We are constrained to offer an apology to our readers for the many errors and omissions of our edition of last week, the majority of which were attributable to the

uncertainties of the mail delivery which have prevailed of late. Among the most serious omissions were the market report and current prices in the New York flower trade which reached us too late for insertion. Under existing conditions these tantalizing lapses from ideal service are apt to occur but if our readers will exercise patience for a little while all will be well, we hope, in the near future.

The present shortage of flowers has developed one pleasing innovation in material used. This is the use of fruited branches of shrubs. Fruit sprays of the snowberry, *Symphoricarpos racemosus*, have been extensively used in funeral work with telling effect, and the sprays have brought good prices. For table decoration what could be more appropriate and pleasing than an arrangement of the graceful long fruit-branches of *Malus floribunda*. Many of the roses and honeysuckles are particularly charming in the fruit stage when used for this purpose. Let us hope that the use of such material may continue and grow.

In the published tabulation of the various interests and their response to the call for the Fourth Liberty Loan it is cause for gratulation to find the florist industry's quota oversubscribed and their place high in the table of percentages in proportion to their resources. This is only corroborative of what is already well-known to the "powers that be" regarding the vigor of the florist's liberality and the ardor of their patriotism, and it all goes to strengthen the confidence that whatever the problems of the coming months may be, all possible consideration and encouragement will be extended to enable the florists to carry on their business in this critical time. Nobody is safe in making predictions but the present news from the seat of war certainly lends strength to the belief that it will not be long before the "lid is off" and we shall be able to return to normal conditions and the prospect of an era of prosperity unrivalled in American horticultural history.

Seeds generally will not be cheaper next season than they were last; neither are they likely, except in a few cases, to be very much dearer. This condition is due, notwithstanding somewhat increased production, to the higher cost of everything connected with their growing. Fertilizers are likely to rule about twenty per cent higher than last year and agricultural implements will undoubtedly be increased still more, and no one can predict what the cost of labor will be during next spring and summer. At this writing there is little indication of serious shortage of any of the more essential vegetable seeds except peas and certain varieties of radish. A few of the table delicacies such as chicory, endive, kohlrabi, New Zealand spinach, savory, thyme, sage and other herbs for which we are still dependent on Europe will be short. Among flower seeds the greatest shortages will be in the hardy perennial section, comparatively few of which are, as yet, produced in this country, and, not a few of them will be unobtainable for the coming season.

# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN

Eighteen national magazine advertisements are included in the program for campaign publicity as arranged by the committees for the remainder of 1918, and with the general average of readers of these magazines taken into account, twenty millions or more persons will receive our message in various forms, all emphasizing our slogan "Say it with Flowers."

These advertisements are to occupy spaces ranging from whole to quarter pages, and the copy matter used has been so carefully considered that the desired results are confidently expected to materialize. If we could add the duplicated circulation naturally coming from an advertisement used as many as three times in one magazine, we may safely estimate, on the very lowest basis, that these advertisements will be seen sixty million times. Going further, when it is considered that a favorite magazine is looked over by a subscriber several times, it is easily guessed that one hundred million perusals ought to be the lowest average we might expect.

Here is the program, let anyone figure it out:

### Chrysanthemum Advertisement

Nov. Metropolitan, 1 page (2 colors)  
Nov. 2 Sat. Eve. Post, ¼ page.  
Oct. 26, Literary Digest, 170 lines.

### Thanksgiving Advertisement.

Nov. Review of Reviews, 1 page.  
Nov. Scribner's, 1 page.  
Nov. World's Work, 1 page.  
Nov. 16 Literary Digest, 170 lines.  
Nov. 23 Sat. Eve. Post, ¼ page.  
Nov. 16 Independent, 170 lines.  
Nov. 23 Outlook, 170 lines.

### Christmas Advertisement.

December Sunset, 170 lines.  
December Red Book, 170 lines.  
December World's Work, 1 page.  
December 7 Outlook, 170 lines.  
December 14 Sat. Eve. Post, ¼ page.  
Dec. 14 Literary Digest, 170 lines.  
Dec. 21 Independent, 170 lines.  
December Metropolitan, 170 lines.

It was to finance this publicity that our committees have made weekly appeals to the florists to help us complete our \$50,000 fund for 1918. The fund is not completed, but the committees have sufficient confidence in the trade to meet the deficiency and to warrant their going ahead with the program as prepared.

From every section of the country subscriptions to our fund have come, but there are yet many florists to hear from. If you who read this are among the number, can we not persuade you to add your mite. No matter where you are located, you are benefited by this publicity. Look over our list of magazines; you will find all of them circulating in your neighborhood. Surely it is not too much to expect that you will contribute something within your means.

Think it over, now, before the matter again slips your mind.

## Department of Plant Registration.

Public notice is hereby given that The Elm City Nursery Co., Woodmont Nurseries, Inc., of New Haven and Woodmont, Conn., submit for registration the new plant mentioned below:

Box-Barberry, Seedling of *Berberis Thunbergii*, dwarf, upright, foliage one-half less in size than type, growth more slender. Foliage green changing to intense red and orange autumnal tints, with an abundance of bright red berries. Originated at the company's nurseries about twenty years ago. Quite as hardy as parent type. Box-Barberry is an ideal dwarf hedge and edging plant, serving a similar purpose as dwarf border Box. Its autumnal glory adds an unique feature to the garden border.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the Secretary at once. Failing to receive objection to the registration the same will be made three weeks from this date.

## Completed Registration.

Public notice is also hereby given that as no objection has been filed against the registration of *Asparagus Fletcherii* (densifolium) by F. W. Fletcher, of Auburndale, Mass., and Orlando, Fla., the same becomes complete.

JOHN YOUNG, Secy.

Oct. 21, 1918.

## ECHOES OF THE F. T. D. MEETING AT CLEVELAND, OHIO.

What a thrill of pleasure came over me upon entering the Convention Hall at the Hotel Hollenden to see the

progress of florists' advertising as the chief factor in an exhibit that went all around the hall. And right here and now I venture to say that the interest of that display will go a long way towards helping others to get started in the same direction, and a great deal of credit is due Herman Knoble who must have labored untiringly to get it up in such good shape. It would have done credit to an Ad. Men's Convention.

Next, the beautiful decoration of the hall itself in flags, bunting, palms, huge baskets of roses, etc. It was surely appreciated by all present and helped to make our convention snappy right from the start.

Also the loyalty and team work of the Cleveland Boys as a whole. What a fine example for emulation for other cities to copy. It sure was food for thought to the thinking mind of the value of co-operation and the immense good attained, for to the credit of the Cleveland Boys who without any need of entertainment, was the F. T. D. meeting a complete success and those who were present will appreciate the effort made, in this direction led by Fred Brown who opened the convention.

The meeting, while not as large in attendance as in previous years, held the attention of most of those present who went away well repaid for their attendance.

The Canadian florists were well represented and entered into the discussion, freely showing their interest and progressiveness in making such a good showing for the number who belong to the F. T. D.

The program was most interesting and this branch of the business is growing to such an important factor that it seems hardly possible to understand how a florist who is a florist cannot afford to affiliate and join immediately. The benefits are too numerous to mention and those who join will only then realize what they had overlooked.

There is no affiliation that I prize more highly than the F. T. D., hence this expression to what was a most successful meeting which will merit its own reward.

HENRY PENN, Chairman,  
National Publicity Campaign.



## Obituary

Ralph M. Ward.

As hurriedly announced in our last issue, Ralph M. Ward, founder and owner of the house of Ralph M. Ward & Co., New York, importers and exporters and specializing in lily bulbs, died in Roosevelt Hospital, New York, at 10.30 a. m. on Thursday, October 17th, following a brief illness of pneumonia. He was born towards the end of August, 1880, in Marshalltown, Iowa, the son of Charles and the late Cora A. Ward. His father was a railroad telegraph operator at that time, and like a number of other men of similar profession in those days, rose from the ranks to prominence and success in the business world. The boyhood days of Ralph M. Ward saw him a somewhat sickly child, and after he had suffered an attack of diphtheria while at school, the family removed to Los Angeles, Cal. In 1887, when his mother took sick, the family returned to Iowa, and there she died shortly after. Because of this he was placed under the care of his mother's parents at Davenport, Ia., until 1898. He had gone to school and studied law in the local offices, but his ambition was too great for the small city of the Middle West, and he began to think of the big East.

His first identification with the florist trade was with Hagemann & Meyer in Philadelphia, and when this firm decided to move to New York he came with them. The partnership was dissolved in 1902 and at that time Mr. Hagemann and Mr. Ward established the firm of Wm. Hagemann & Co., which was dissolved after one year and in 1903 the house of Ralph M. Ward & Co. was born.

Since 1903 the business has grown steadily, the development of the use of cold storage lily bulbs playing a large part in its expansion. Mr. Ward was the pioneer in blazing the way for the florists to become accustomed to using cold storage bulbs the year 'round, and he was also first to import the bulbs into a number of the larger cities throughout the country, where they were kept in cold storage awaiting withdrawal at regular periods by the customers of the house.

Mr. Ward was known all over the country through the unique advertisements written personally by himself for the trade papers. A great many of them show the keen humor and kindness of the man, together with a very real insight into human nature. It was, in fact, at least partly through the magnetic quality of these advertisements that his reputation was es-



The above illustration is from a photograph taken at the market in Dairen, Korea, and shows the late Ralph M. Ward, with E. H. Wilson and Inosuke Arai.

tablished and made known wherever there was a commercial florist.

The requirements of business made Mr. Ward a great traveler, and he had been practically all over the world in quest of new ideas and new business. A branch office was established in Rotterdam, Holland, in 1916, but the increasing difficulty of shipping on account of the world war prevented the anticipated growth there. Other offices were established in Japan and China. His trip to Korea, India and Japan last year has been frequently referred to in *HORTICULTURE* and in the absence of a full portrait we herewith reproduce one view in which he appears.

To the trade at large Mr. Ward was known as a keen but just business man; to his many friends and family as a man of the great ambitions, with the ability to attain the pinnacle to which he looked forward. His untimely death deprives the florist business of a man of uncommon promise and his friends of a dearly-loved associate and wise counsellor. Cheery, kindly and companionable at all times, ready to encourage and assist, he was a man much sought and appreciated by business acquaintances and his going has left a gap that will be difficult to fill.

Besides a wife and a daughter he is survived by his father and a brother. The funeral services were held at his late home in Bound Brook, on Sunday, Oct. 20th, and were simple but impressive. Floral tributes were many and beautiful. The funeral was private, the family, a few of his closest friends and the office staff, most of whom had been both employees and friends for many years, being the only ones present. Interment followed in the Bound Brook cemetery.

### Thomas J. Gibson

Thomas J. Gibson died at his home on Bliss Road, Newport, R. I., Sunday, October 6, in his 68th year. He established the Gibson Brothers florist business on Malbone road in 1872. It continued under that name until 1912 when the partnership was dissolved: the two brothers Joseph and John W. continuing it at 9 Malbone road until the death of the latter on Sept. 8, 1918, leaving Joseph Gibson the sole partner of the firm. From 1912 until the present summer, he continued business in his own name, at the store on Washington Square, formerly occupied by the old firm and was in the florist business continuously for 46 years. He was a member of the Representative Council of the city for almost 11 years. The *Newport Daily News* printed the following: "Mr. Gibson was ever ready to help others, and his cheerful disposition made and kept many friends throughout the city. He was a man of sterling worth, and in his business relations and personal friendships showed those characteristics which gave him the esteem of his fellow citizens and made him universally respected." A widow, one brother, Joseph Gibson, and three sisters, Mrs. George Taylor, and the Misses Caroline L. and Susan E. Gibson survive.

### Dominick Rusconi.

Dominick Rusconi, the veteran bulb and seedsman of Cincinnati, Ohio, passed away at his home in Covington, Ky., on Saturday a victim of a stroke of apoplexy while at his work at his store at 128 West Sixth street. He was seventy-three years of age. He established his business in Cin-



cinnati over forty years ago after a couple of years spent in the South in selling bulbs to the private trade. By hard work and kindly interest in his patrons he built up a large personal following who will mourn his decease.

Mr. Rusconi's widow, two daughters and three sons survive him. His oldest son, Peter, is serving in the army in France.

#### Edward G. Beck.

Edward G. Beck, of Lancaster, Pa., died on Sunday, Oct. 20. Mr. Beck was formerly an advertising man with a national bill posting concern. For several years he worked with Mr. Thomas Fries of this city in the florist business. After his marriage he leased a place in the southern end of the city and built up a fine trade, but on account of the coal situation last winter he closed the place and took a situation as gardener in York, later on working for the B. F. Barr Co., where he made a wonderful success as a salesman. He leaves a wife and three children who have the sympathy of the trade.

#### Mrs. Daisy Minder.

One of the saddest cases incident to the plague of Spanish influenza in the District of Columbia was the death of Mrs. Daisy Minder, wife of Jake Minder, grower, of Cottage Hill, N. E., Washington, D. C. Mrs. Minder was ill but a very few days and her death came suddenly on October 18. She is survived by her husband and six children. Mrs. Minder was forty years of age.

#### Miss Helen Whittingham.

Miss Helen Whittingham, head stenographer for J. M. Thorburn & Co., for the past thirteen years, died on Saturday, October 12, at her home in Bellmore, from the prevailing epidemic. She was a particularly faithful and devoted employe of the house and will be sadly missed.

#### Margaret Harris

Among the fatalities of the week we regret to announce the death of Marguerite Harris youngest daughter of the late W. K. Harris, and of a younger brother of Frank M. Ross the prominent retail florist, of Philadelphia.

#### Mrs. Donald MacKenzie.

Mrs. MacKenzie, wife of Donald Mackenzie, gardener for C. B. Dane, Brookline, died on Thursday, October 3.

## CLUBS AND SOCIETIES

### NEW YORK FLORISTS' CLUB.

Memorial on Death of James Dean Adopted by the New York Florists' Club, Oct. 14, 1918.

In the death, at a ripe age, of James Dean, the New York Florists' Club sustains the loss of one of its pioneer members, and a past president, an earnest worker for the success of the club in the early days of its existence, and a loyal member in more recent years, when he enjoyed a well-earned rest from the cares of an active business life. He was known as one of the best growers of horticultural products of his day, and was a most liberal exhibitor at the early flower shows promoted by the club. His charming personality endeared him to all whose privilege it was to enjoy association with him, a man of sterling merit, strong in his friendships, and hospitable in the extreme. The horticultural world has lost in him one of its bright stars, his beloved family an honorable husband and indulgent father.

It is therefore resolved, that his club tenders its most sincere sympathy with the bereaved family in their irreparable loss, and that this resolution be entered upon our minutes, and a copy of same sent to Mrs. Dean.

W. A. MANDA,

A. S. BURNS,

W. H. SIEBRECHT,

Committee.

### THE GARDENERS' AND FLORISTS' CLUB OF BOSTON.

The Club unanimously voted on Sept. 17, to hold a grand vegetable exhibition in October. Circulars were mailed and schedules announcing dates as Oct. 15 and 16. Owing to the influenza epidemic, the Secretary conferred with Dr. William C. Woodward, Health Commissioner, who advised not holding show on dates named. On October 14, Dr. Woodward stated that it would be proper to hold show and meeting any time during week commencing October 20. As time did not permit printed notices going to members advising of cancellation of dates Oct. 15 and 16, notices were inserted in the Boston papers, and all prospective exhibitors were notified by telephone or letter. The Executive Committee voted to abandon both the show and October Club meeting, and there will be no meeting until November 19, of which a further notice will be mailed to members.

W. N. CRAIG, Secy.

### CHICAGO FLORISTS MAKE MARVELOUS SHOWING IN FOURTH LIBERTY LOAN.

Florists and Allied Trades of Chicago and Cook County contributed a huge over-subscription to the Fourth Liberty Loan, as shown by the following report:

Oct. 1	181 Subscriptions	\$40,550
Oct. 2	256 Subscriptions	23,500
Oct. 3	408 Subscriptions	50,700
Oct. 4	105 Subscriptions	17,900
Oct. 5	441 Subscriptions	57,400
Oct. 15	315 Subscriptions	81,350
Oct. 16	139 Subscriptions	32,050
Oct. 18	139 Subscriptions	41,300
Oct. 19	308 Subscriptions	43,950

Total 2294 Subscriptions .....\$392,050

The final compilations of the Chicago Liberty Loan Committee place the florists at the head of all trades identified with Division 19.

The magnificent way in which the trade responded will live forever as an inspiration to all.

As in other districts, the florists of Chicago were overwhelmed with work during this campaign, which made the task most difficult, and, consequently, it was necessary to put forth tremendous effort; nevertheless, not a single worker permitted the drive to lag.

Every florist can share in the glorious showing made by our trade, and the credit goes to all—those who have worked hard and faithfully and those who subscribed so generously.

FLORISTS AND ALLIED TRADES

COMMITTEES,

F. LAUTENSCHLAGER, Chairman.

### DURING RECESS.

#### Chicago Bowling.

CENTRAL CLUB, NO. CHICAGO LEAGUE, OCT. 8, 1918.

	1st Game	2d Game	3d Game
Lorman .....	157	152	190
Martin .....	178	254	174
Huebner .....	169	156	165
Wolf .....	233	149	170
Price .....	203	187	149
Totals .....	940	898	857

CENTRAL CLUB, KAATS LEAGUE, OCT. 11, 1918.

	1st Game	2d Game	3d Game
Lorman .....	191	172	155
Zech .....	141	150	147
Huebner .....	198	150	166
Martin .....	187	142	163
Olsem .....	184	155	162
Totals .....	911	769	793

Rahway, N. J.—One of the most brilliant spectacles for many miles has been the salvia fields at Bedman's. Salvia seed is a specialty here. Among the varieties originated by Mr. Bedman are Clara Bedman, Ostich Plume and Dwarf Pink. The business was established in 1843 by the grandfather of the two brothers who now conduct it.



## ARNOLD ARBORETUM NEWS.

The Red or Scarlet Maple (*Acer rubrum*).

The flowers of the Red Maple are red on some individuals and on others pale yellow, trees with flowers of these two colors growing together over a large part of the region inhabited by this tree. On some trees the autumn leaves are of different shades of red or scarlet and others clear yellow. If any reader of these Bulletins has noticed if the autumn color of the leaves of trees with red flowers is red and that of trees with yellow flowers is yellow the Arboretum will be glad to hear from him on the subject. One tree in the Arboretum in interesting from the exceptionally beautiful color of the leaves at this season and from the fact that it is a grafted tree raised to show the possibility of propagating trees exceptional in the color of their autumn foliage. This branch of arboriculture has not been much practised, but when it is realized that the leaves on some individual trees or shrubs of a species assume more brilliant colors than those of other individuals of the same species, that this peculiarity is constant from year to year and that it can be preserved and multiplied by grafting, there is no reason why a demand for trees with exceptionally beautiful autumn leaves should not make possible the supply, just as the demand for trees of abnormal habit or with abnormal foliage, like a Mulberry with pendulous branches or a Beech with purple leaves, has created the supply.

## Mountain Ashes.

Many of these trees are now growing well in the Arboretum, and some of them are unusually full of fruit this year and handsome and interesting objects. Mountain Ashes have leaves divided into numerous narrow leaflets, compact clusters of white flowers which are followed by scarlet, yellow, orange-colored, pink or white, usually globose fruit which varies from a quarter to three-quarters of an inch in diameter. The best known and most commonly planted of these trees in the United States is the European *Sorbus Aucuparia*, the Rowan tree of Scotland. It is a tree from forty to sixty feet tall, of pyramidal habit while young, with erect branches which as the tree grows older spread out into a broad and graceful head. Here the leaves retain their color until the autumn is far advanced, and during September and October the contrast between the bright green leaves and the drooping clusters of brilliant red fruit makes this tree an attractive object until the birds strip it of its

fruit. This Mountain Ash is common and widely distributed over the cooler parts of Europe and was probably early introduced into North America where it has been much planted in the extreme northern states and in Canada. Several varieties are recognized. The handsomest of these is the Moravian Mountain Ash (var. *moravica* or *dulcis*) of northern Austria. This is a tall tree with a smooth stem, leaves with narrower leaflets than those of the type and larger and sweeter fruit. It is used as food in central Europe. This Mountain Ash has grown in the Arboretum very rapidly and promises to become a large tree. There are forms of the Rowan tree with pendulous branches (var. *pendula*) and with fastigate branches (var. *fastigiata*). There is a form with yellow fruit and a variety from eastern Europe (var. *lanuginosa*) the leaves of which are covered on the upper surface with stiff hairs and are downy on the lower surface.

## Asiatic Mountain Ashes

In recent years a number of these trees have been brought from eastern Asia to the Arboretum and some of them promise to be valuable trees here. The Japanese *Sorbus commixta* was the first of them which was planted here and it has now been growing in the Arboretum since 1888. It has smaller flower-clusters than the European species, the bright red fruit is smaller and its chief value is in the bright orange and red color of the leaves in autumn. A much handsomer plant is *Sorbus pekinensis*, a native of northern China, which is now well established in the Arboretum. It is a slender tree with narrow leaflets, compact clusters of flowers and lustrous pink or yellowish fruit in drooping clusters. The color of the fruit is unusual among Mountain Ashes. The narrow leaflets give this tree a particularly open and attractive appearance. The largest and handsomest specimen in the Arboretum is in the nursery plantation near the top of Peter's Hill. *Sorbus Koehneana* has flowered and fruited in the Arboretum this year for the first time. It is a shrub now about three feet high with slender erect stems, small leaves with numerous narrow leaflets, small compact clusters of flowers, and snow-white fruit. It is a beautiful shrub which when better known will become common in gardens. The plants in the Arboretum were raised from seeds collected by William Purdom in northern Shensi. *Sorbus pohuashanensis*, so named because it was discovered on the Pohua Mountains in northern China, is also well established in the Arboretum. The leaflets are rather broader than

those of the Rowan tree, but it has the red fruit and woolly buds of that species and is not superior to it for general cultivation. Although they are not as large and shapely trees as some of the Old World species, the two Mountain Ashes of eastern North America, *Sorbus americana* and its variety *decora*, have no rivals in this group in the beauty of the great drooping clusters of orange fruit and in the orange and red tints of their autumn foliage. They are small trees or large shrubs and are often planted in gardens in Canada, northern Michigan and Minnesota, but unfortunately are still little known in those of eastern Massachusetts.

## The Spindle-Tree or Burning Bush.

By these names some of the species of *Evonymus* are popularly known. *Evonymus* is a genus of shrubs or small trees widely distributed over the temperate regions of the northern hemisphere and more abundant in species in eastern Asia than in North America or Europe. As a garden plant the species with deciduous leaves are chiefly valuable for their showy fruits, although the leaves of some of the Asiatic species become bright colored in the autumn. The flowers of all the species are inconspicuous. The fruit is a scarlet, red or whitish capsule, which when it opens displays the seeds enclosed in a bright orange, scarlet or pink fleshy covering or aril. In the last issue of these Bulletins the autumn beauty of the Japanese *E. alatus* was referred to. Another species with leaves conspicuous at this season is *E. Maackii* from the Amoor region of eastern Siberia. This is a large, round-topped shrub, the oldest specimen in the collection being now eight or ten feet tall and twelve or fifteen feet across the head. The leaves are narrow, pointed at the ends, drooping, and early in October are dull red on the upper surface and pale green on the lower surface. The fruit is produced in great quantities and is rose color and half an inch in diameter, and the seeds are bright orange-scarlet and very lustrous. Although the leaves of the Japanese *E. yeddoensis* do not turn as brilliantly as those of some of the other Asiatic species and fall early, this round-topped shrub is one of the handsomest of the group when it is covered with its large, rose-colored capsules which remain on the branches long after the leaves fall. *E. Bungeanus*, a small tree from northern China, is an old inhabitant of the Arboretum, and every year it is conspicuous when its pale yellow fruit opens and the rose-colored seeds appear and the narrow drooping leaves turn pale yellow.

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Rutherford, N. J.

The European species, although they retain their green leaves until after the scarlet capsules open, are less ornamental plants here than some of the Asiatic species. The best known of the European species, *E. europaeus*, the English Spindle-tree, is a narrow tree which sometimes grows in this country to the height of twenty feet and is handsome in the autumn when the dark green leaves make a good background for the scarlet fruit. There is a variety with white capsules of no great ornamental value. On a form of this tree raised here from seeds sent from Hungary the leaves at this season become dark purple on the upper surface but remain green on the lower surface. The variety *ovata* which came to the Arboretum from a German nursery has broader leaves and larger fruit than the common form and promises to be a good ornamental plant here. *Evonymus latifolius* is another European species rather than a tree. The leaves are broader and the fruit is larger than that of the Spindle-tree. The fruit, unfortunately, is not produced as abundantly as that of most of the other species. *E. atropurpureus*, the Burning Bush of the United States, is a small tree which grows naturally from western New York to Montana and to Florida and

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Texas. The leaves turn yellow in the autumn some time before the crimson fruit falls. This tree is hardy in Massachusetts but has never taken very kindly to cultivation in the Arboretum. The Strawberry Bush, *E. americanus*, is a straggling shrub with slender semiprostrate stems and fruit covered with prickles. It is a common plant in the United States from New York southward, but has never found itself really at home in the Arboretum. *E. ovatus* is another American species with prickly and tuberculate fruit, and is a low shrub with prostrate stems. This species is valuable for covering the ground in the shade of larger plants where it grows vigorously; when exposed to the full sun it suffers here from the exposure.

#### A GOOD JAPANESE TREE FOR AN AMERICAN GARDEN

*Acanthopanax Ricinæfolium*, the subject of the cover illustration, is one of the most interesting trees in the Arnold Arboretum, where this picture was made. The *Acanthopanax* has many merits, being attractive in form, foliage, flower and fruit. It belongs to the Auralea family, and is common in the forests of Northern Japan, where specimens eighty feet high are often found. The tree has a massive trunk and wide spreading branches, armed with stout prickles. The leaves hang on long stalks, and are nearly circular. They are five or seven lobed, and often sixteen inches in diameter. The flowers come late in the season. In the Arboretum they are a feature of the late summer display. The tree illustrated stands not far from the shrub garden. Another good specimen is to be found near the Center street gate. Both were very conspicuous the past summer when in flower. The individual blossoms are very small, but grow to form flat clusters a foot or more in diameter. The flowers are greenish white at first, but become nearer pure white as they grow older. After they disappear the tree is covered with shining black fruits, which do not fall until after the beginning of winter.

The *Acanthopanax* has proved entirely hardy in the Arboretum, where it has been growing for twenty-five years. Professor Sargent recommends it to the owners of private estates especially, because it is wholly unlike other trees of the northern hemisphere, resembling in many ways the trees of the tropics. At least one New England nursery is now listing this tree, which is likely to be widely planted in years to come.

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#### WHOLESALE SEEDSMEN'S LEAGUE

The meeting of the Wholesale Seedsmen's League was held as usual at the Hardware Club, New York City, and was attended in goodly numbers from Maine to California. The League does not attempt to dictate prices but find it good to meet in conference and exchange views as to what various prices should be. The consensus of opinion this year seemed to be that lower figures will prevail this season than last year.

#### PERSONAL.

John Cook, the veteran rose grower of Baltimore, will pass his eighty-fifth birthday on November 16.

South Orange, N. J.—The shortage of help is making it extremely difficult for W. A. Manda to get the forest of stately palms, ferns, etc., which have adorned his gardens throughout the summer, to their winter quarters. Mr. Manda has made a good thing of his tradescantia specialty. As announced in our N. Y. Florists' Club notes last week he has assembled together the surprising number of one hundred and twenty-five varieties of tradescantia. These in many styles of hanging pots, etc., are very attractive and have proved exceedingly popular. A species of phyllanthus, which he is growing in quantity bids fair to take place as a substitute for the araucarias which we have in the past been accustomed to receive from Belgium.



## SEED TRADE

### A Dangerous Disease of the Potato.

What is probably the most serious potato disease known in the world has just been discovered near Hazleton, Pa., in ten small villages, by Prof. J. G. Sanders, Economic Zoologist of Pennsylvania. This is the first appearance of the malady in this country so far as known.

The infection of the tuber takes place at or near the eye, and there is rapidly formed a warty growth similar to a piece of cauliflower. Soon the entire potato is covered and changed to a warty mass, which rapidly decays in the ground, leaving a brown malodorous pulpy mass similar to a decayed puffball. In this way millions of spores are liberated in the soil, where they remain virulent for at least seven or eight years. Experiments in Europe show that after rotation of crops other than potatoes for six years, the disease reappeared when potatoes were again planted. The disease can be readily transmitted by infected seed, or even by parings from infected potatoes, or by means of manure from animals which have been fed on uncooked infected potatoes.

Every step possible is being taken by state and federal authorities to combat this disease and to prevent its spread. It will be well, indeed, for all state inspectors to watch closely for its appearance in centres of large consumption of potatoes, where imported potatoes may have been used during the past eight or ten years. If one may judge from the total destruction of the potato crop in the affected areas, no more serious pest affecting an important food crop has yet been encountered.

### Imports of Hemp Seed, Canary Seed, and Alfalfa Seed Restricted.

According to War Trade Board Ruling 231, dated September 16, 1918, hemp seed, canary seed, and alfalfa seed have been placed on the list of restricted imports. All outstanding licenses for the importation of these seeds have been revoked, and importation of canary seed and hemp seed by ocean shipment from abroad has been totally prohibited unless ocean shipment was made on or before September 18, 1918.

The ruling states further that "no licenses will hereafter be issued for the importation of alfalfa seed for ocean shipment from abroad after September 18, 1918, except for such shipments as the Seed Stocks Com-

mittee of the Department of Agriculture may approve, and application therefor must be submitted to the Seed Stocks Committee for its recommendations before action thereon is taken."

### Garden Seed Placed on Conservation List.

A new ruling has just been issued by the War Trade Board under the terms of which garden and vegetable seeds are placed on the Export Con-

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St.

Buffalo, N. Y.—Palmer's, 304 Main St.

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Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock. Regular discount to Trade.  
**KNOBLE BROS.**  
1896 W. 25th St., Cleveland, O.  
Member Florists' Telegraph Delivery

**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.

**Rochester, N. Y.**  
**J. B. KELLER SONS,**  
FLORISTS  
25 Clinton Avenue, N.  
Rochester Phone 506. Long Dist. Bell Phone 2180  
Members Florists' Telegraph Delivery

**S. A. ANDERSON**  
440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
Member Florists' Telegraph Delivery

**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND,** Nahant, Mass.

**WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.  
St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

**NEWS NOTES.**

Rutherford, N. J.—At whatever season one may visit the orchid houses of Julius Roehrs Company there is always something out of the common to admire. Just now *Cattleya aurea alba* catches the eye and admiration. The flower is wax white with the exception of the richly colored and veined lip and it stands out with an unmistakable air of superiority among many flowers of brilliant hue.

Elizabeth, N. J.—The epidemic of influenza has been very prevalent in this city and the demand for flowers for funerals has been continuous for weeks. Leary, who is the only F. T. D. florist here has had an incessant call which, in the absence of his son, Eddy "over there," who had heretofore been his mainstay, has been met with difficulty.

Miss McHutchison, who runs a re-tail store near the R. R. station also reports business unusually active.

**HESS & SWOBODA**  
FLORISTS  
Telephones 1501 and L 1532  
1415 Farnum St.  
**OMAHA, NEB.**

**THE F. T. D. FLORIST for**  
Elizabeth, N. J.  
**LEAHY'S**

Best of Service 1169 E. Jersey St.

**H. F. A. LANGE**  
WORCESTER, MASS.

Deliveries to all points in New England.  
125,000 Square Feet of Glass.Member Florists' Telegraph Delivery  
Association.

**EAST ORANGE, N. J.**  
**SMITH, The Florist**

We deliver by automobile in East, West  
and South Orange, also Glen Ridge, Mont-  
clair, Bloomfield, Newark and New York**ST. LOUIS, MO.**

**FRED C. WEBER**  
4326-28 Olive St.

Member Florists' Telegraph Delivery Association  
NOTICE INITIALS. We have one store only**THE J. M. GASSER COMPANY,****CLEVELAND**

Euclid Avenue

The Far-Famed Flowers of  
**TORONTO**

Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.

**JOHN H. DUNLOP**  
8-10 West Adelaide St. - TORONTO, ONT

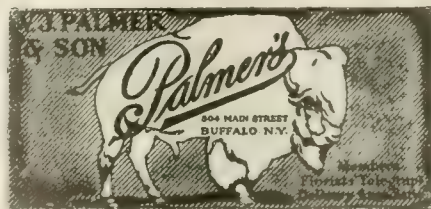
ALBANY, N. Y.

**EYRES**  
Flowers or Design Work

DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
106 STATE STREET, ALBANY, N. Y.

**"THE HOME OF FLOWERS"**The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.

**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.

**The Park Floral Co.**B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.Member Florists' Telegraph Delivery  
**DENVER, COLORADO**

Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.

Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



YOUR ORDER FOR

**BEAUTIES**

will be filled complete if you  
depend on us to supply you.  
The quality is the best and the  
price is right.

**THE LEO NIESSEN CO.**

1201 Race Street, PHILADELPHIA, PA.

**EDWARD REID****WHOLESALE FLORIST**

1619 - 21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

**CHARLES E. MEEHAN**

Wholesale Cut Flowers  
Plants, Greens, etc.

5 So. Mole St., PHILADELPHIA, PA.

**GEORGE B. HART****WHOLESALE FLORIST**

24 Stone St., Rochester, N. Y.

**E. G. HILL CO.****Wholesale Florists****RICHMOND, IND.**

Please mention Horticulture when writing.

**MICHIGAN CUT FLOWER  
EXCHANGE, Inc.****WHOLESALE COMMISSION FLORISTS**

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

**ZECH & MANN**

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

**CUT FLOWER BOXES**

**EDWARDS FOLDING BOX CO**  
MANUFACTURERS  
PHILADELPHIA, PA.

**TRY****Horticulture's Advertisers****FIRST****Before Looking Elsewhere**

**Tell Them You Did So And  
They'll Reciprocate**

**IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.**

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

**WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100  
TO DEALERS ONLY**

	BOSTON Oct. 21		ST. LOUIS Oct. 21		PHILA. Oct. 21	
<b>Roses</b>						
Am Beauty, Special	40.00	to 60.00	40.00	to 60.00	40.00	to 50.00
" " Fancy and Extra	30.00	to 40.00	20.00	to 30.00	30.00	to 35.00
" " No. 1 and culls	8.00	to 16.00	10.00	to 15.00	20.00	to 25.00
Russell	12.00	to 25.00	6.00	to 25.00	10.00	to 30.00
Hadley	8.00	to 25.00	.....	to .....	8.00	to 25.00
Mock, Key	8.00	to 20.00	.....	to .....	10.00	to 25.00
Arenberg, Hoosier Beauty	8.00	to 20.00	5.00	to 6.00	8.00	to 20.00
Ward, Hillingdon	8.00	to 16.00	4.00	to 6.00	8.00	to 10.00
Killarney, Key, Taft	8.00	to 20.00	4.00	to 8.00	8.00	to 15.00
Ophelia, Sunburst	8.00	to 25.00	4.00	to 18.00	8.00	to 15.00
<b>Carnations</b>	10.00	to 12.00	4.00	to 10.00	5.00	to 6.00
Cattleyas	60.00	to 75.00	50.00	to 75.00	40.00	to 50.00
Lilies, Longiflorum	20.00	to 25.00	12.50	to .....	25.00	to .....
Lilies, Speciosum	20.00	to 25.00	.....	to .....	.....	to .....
Lily of the Valley	6.00	to 10.00	6.00	to 8.00	.....	to .....
Snappdragon	4.00	to 12.00	4.00	to 6.00	.....	to .....
Violets	.75	to 1.00	50.	to .75	.....	to .75
Dahlias	2.00	to 4.00	2.00	to 12.00	.....	to .....
Calendula	1.00	to 2.00	2.00	to 3.00	4.00	to 5.00
Chrysanthemums	10.00	to 25.00	10.00	to 25.00	15.00	to 40.00
Gardenias	.....	to .....	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to .....
Smilax	.....	to 35.00	12.50	to 15.00	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 75.00	50.00	to 60.00

**WILLIAM F. KASTING Co.****Wholesale Florists**

568-570 WASHINGTON STREET - BUFFALO, N. Y.

**J. A. BUDLONG**

184 North Wabash Avenue, CHICAGO

**ROSES, VALLEY and  
CARNATIONS**  
A Specialty

**WHOLESALE  
GROWER of**

**CUT FLOWERS****ROBERT DYSART****CERTIFIED PUBLIC ACCOUNTANT**

Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED

40 STATE STREET . . BOSTON

Telephone Main 55

**Boston Floral Supply Co.**

347-357 Cambridge St., Boston

Headquarters for

CYCAS, BASKETS, WIRE DESIGNS

and WAX FLOWERS

Send for price list if you have not received one.



# Flower Market Reports

The local situation has **BOSTON** improved somewhat during the past week inasmuch as the supply has been steady and has met the heavy demands which still continue to be made. Chrysanthemums have been the feature and have helped to relieve the heavy strain made upon the market, their quality is excellent and while prices are reduced somewhat from figures of last week it has been due mainly to increased shipments. Roses of the better grades are the best one has seen in recent years in this market. Carnations are constantly improving both in quality and stem and violets also are growing more plentiful and are selling well. Easter lilies are hard to find and all outdoor stock has disappeared. Out of town shipments have held steady and have been the means of holding prices firm.

As in the previous two **CHICAGO** weeks, the third week in October taxed to the utmost the ability of the trade to care for the enormous amount of business coming to this market. Wholesale houses kept open as late as was necessary to care for their trade and no attempt was made to carry out the five o'clock closing rule adopted some months ago. All were tired enough to close as early as possible. It was a great relief to have the supply of stock materially increased by the addition of pompons, for no small part of the work was the hurrying from one house to another to secure something with which to fill orders. Roses, too, were getting more nearly sufficient to meet the demand, and the week ending Oct. 19 made a splendid record of sales in both wholesale and retail houses. A movement to cut out the use of flowers at the hundreds of funerals daily, put a sudden halt to much of the local trade Monday. By order of the Board of Health, public funerals in Chicago were prohibited and the effect on the cut flower business was felt at once. At this writing, Oct. 22nd, the supply of chrysanthemums and roses is large and there is a good assortment of miscellaneous flowers. Shipping trade is in the lead and most houses have many shipments to fill each day. It is not expected that there will be another material shortage of stock in the near future.

Business is the best **CINCINNATI** this market has ever had at this season of the year. Everything that comes into



## CHRYSANTHEMUMS

In yellow, white, pink and gold, large, medium and small, all well grown stock, at

**\$10.00, \$12.50 \$15.00**  
**\$20.00 and \$25.00 per 100.**  
The extra large at \$30.00, \$40.00 per 100.

**POMPONS \$6.00 per doz. bunches.**

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

**BUSINESS HOURS**  
7 A. M. to 5 P. M.

### S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

**NEW YORK** **PHILADELPHIA** **BALTIMORE**  
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.  
WASHINGTON, 1216 H. St., N. W.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Oct. 14		CHICAGO Oct. 21		BUFFALO Oct. 21		PITTSBURG Oct. 21	
Roses								
Am. Beauty, Special	25.00	tc 35.00	60.00	to 75.00	30.00	tc 50.00	35.00	tc 50.00
" " Fancy and Extra	15.00	tc 20.00	40.00	to 50.00	20.00	tc 25.00	20.00	tc 30.00
" " No. 1 and culls	6.00	tc 10.00	8.00	to 20.00	5.00	tc 15.00	6.00	tc 12.00
Russell	6.00	tc 15.00	6.00	to 25.00	6.00	tc 15.00	8.00	tc 20.00
Hadley	6.00	tc 12.00	15.00	to 20.00	4.00	tc 10.00		tc
Euler, Mock	6.00	to 12.00	15.00	to 20.00	6.00	to 12.00	8.00	to 15.00
Arenberg, Hoosier Beauty	5.00	tc 8.00	15.00	tc 20.00	6.00	tc 12.00		
Ward, Hillingdon	4.00	tc 6.00	4.00	to 10.00	4.00	tc 6.00	6.00	tc 12.00
Killarney, Key, Taft	3.00	tc 6.00	4.00	to 12.00	8.00	tc 12.00	6.00	tc 12.00
Ophelia, Sunburst	3.00	tc 4.00	4.00	to 15.00	5.00	to 15.00	6.00	tc 15.00
Carnations	2.00	to 3.00	3.00	to 6.00	2.00	to 6.00	4.00	to 6.00
Cattleyas	60.00	tc 75.00	60.00	to 90.00	60.00	to 75.00	75.00	tc 100.00
Lilies, Longiflorum	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	tc 20.00
Lilies, Speciosum				to 4.00	4.00	to 5.00		to
Lily of the Valley		to 6.00		to 8.00	8.00	to 10.00		to
Cnapdragon		to 3.00	3.00	to 4.00	2.00	to 5.00	4.00	to 8.00
Gladiol		to 3.00		to 3.00		to 6.00		to 6.00
Giolets		to 75		to 1.50	75	to 1.00		to 1.00
Asters	2.00	to 4.00	4.00	to 6.00	2.00	to 3.00		to
Dahlias	4.00	to 5.00		to 8.00	8.00	to 10.00	15.00	to 20.00
Valendula			3.00	to 8.00	1.00	tc 2.00	4.00	to 6.00
Chrysanthemums			15.00	to 35.00	15.00	to 40.00	30.00	to 50.00
Gardenias				to		to		to
Adiantum		to 1.00	75	to 1.00	75	tc 2.00		tc 2.00
Smilax	15.00	to 20.00	15.00	to 20.00	15.00	to 20.00	20.00	tc
Asparagus Plu. & Spreng. (too Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	35.00	to 50.00

the market is cleaning up readily and much more could be sold if we had it. The supply would be sufficient for a normal market but the demand is so strong that the supply is inadequate. Shipping business is heavy. The great problem of both wholesalers and retailers is to get enough stock. Roses have shortened somewhat during the past fortnight of the actual demand for them as have also carnations. Chrysanthemums are fairly plentiful in all sizes and colors. Dahlias still continue plentiful. Cosmos also have an excellent market. Violets sell well. There are no Easter lilies to be had at this time and greens are scarce.

A general scarcity of **CLEVELAND** stock prevails and wholesalers are unable to fill more than half their orders, the result being the enforced refusal of much business by the retailers. Carnations are slow and chrysanthemums are very tardy in getting into shape for the market. For the first time in years dahlia growers on the Lake Shore are realizing a profit owing to the lateness of the indoor stock. Easter lilies are extremely scarce. Cattleyas and lily of the valley are also very low in supply. The increased business makes the labor (Continued on page 423)



**H. E. FROMENT**  
Wholesale Commission Florist  
Choice Cut Flowers  
New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

**WM. P. FORD**  
Wholesale Florist  
107 W. 28th Street, NEW YORK  
Telephone 5335, Farragut.  
Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**  
WHOLESALE FLORISTS  
53 WEST 28th STREET NEW YORK CITY  
Consignments Solicited  
Phone Farragut 4386

**WALTER F. SHERIDAN**  
Wholesale Commission Dealer in  
CHOICE CUT FLOWERS  
133 West 28th Street, New York  
Telephone—5652-5653 Madison Square

**RIEDEL & MEYER, Inc.**  
Wholesale Commission  
READY FOR BUSINESS  
49 WEST 28th ST. NEW YORK.

**GEO. C. SIEBRECHT**  
WHOLESALE FLORIST  
109 WEST 28th ST  
CONSIGNMENTS SOLICITED  
PHONE 608 FARRAGUT NEW YORK

**THE KERVAN CO**  
Fresh Cut Decorative Evergreens.  
Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies  
119 W. 28th St., - - NEW YORK

**WILLIAM H. KUEBLER**  
Brooklyn's Foremost and Best  
WHOLESALE COMMISSION HOUSE  
& First Class Market for all CUT FLOWERS  
Willoughby St. Brooklyn, N. Y.

**M. C. FORD**  
121 West 28th St., NEW YORK  
FINE ROSES, FANCY CARNATIONS  
A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

**WHOLESALE FLORISTS**  
*St. Young & Co.*  
54 West 28th St., New York.  
Consignments Solicited

**P. J. SMITH**  
WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
LARGEST GROWERS  
A full line of Choice Cut Flower Stock for all purposes.  
TELEPHONE 2281 FARRAGUT 131 West 28th St., NEW YORK CITY  
3089

**ALBANY CUT FLOWER EXCHANGE**  
THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.  
WHOLESALE ONLY  
SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US  
Prices Right. Consignments Solicited. Telephone Connection

**HENRY M. ROBINSON CO. OF NEW YORK**  
WHOLESALE FLORISTS  
55-57 West 26th Street  
Telephones, 12-8510 Madison Square  
MAURICE L. GLASS, Treasurer

### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Oct. 19, 1915		First Part of Week beginning Oct. 21 1915	
American Beauty, Special .....	30.00	to 40.00	30.00	to 35.00
" " Fancy and Extra .....	15.00	to 20.00	15.00	to 20.00
" " No. 1 and culls. ....	4.00	to 12.00	3.00	to 12.00
Russell .....	5.00	to 20.00	6.00	to 20.00
Hadley .....	3.00	to 20.00	5.00	to 20.00
Euler, Mock, Key .....	5.00	to 15.00	4.00	to 12.00
Aronberg, Hoosier Beauty .....	5.00	to 15.00	4.00	to 10.00
Ward, Hillingdon .....	5.00	to 10.00	5.00	to 12.00
Killarney, Taft .....	5.00	to 10.00	4.00	to 12.00
Ophelia, Sunburst .....	5.00	to 20.00	3.00	to 12.00
Carnations .....	4.00	to 10.00	4.00	to 8.00

### WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

**REED & KELLER**  
122 West 25th St., New York  
**Florists' Supplies**

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**H. BAYERSDORFER & CO.**  
Manufacturers and Importers  
1129 Arch St., PHILADELPHIA, PA.  
THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

**WILLIAM MACKIE**  
WHOLESALE FLORIST  
105 West 28th Street, NEW YORK  
Consignments Solicited  
TELEPHONE: FARRAGUT 780

**Wired Toothpicks**

Manufactured by

**W. J. COWEE, Berlin, N. Y.**  
10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.

When writing to Advertisers kindly mention Horticulture



## Flower Market Reports

(Continued from page 421)

shortage all the more acute. Leucothoe and Mexican ivy are now to be had regularly but good adiantum is scarce.

The following lines **NEW YORK** regarding the cut flower situation were written for insertion last week, but through mail delays failed to reach the office of publication in time. They apply in the main to the present week, except that heavy frosts have curtailed the outdoor product and chrysanthemums of all classes are rapidly increasing every day with prices somewhat easier on some things. This market still enjoys a lively call for flowers but prices are somewhat lower than last week, although far from normal for the season. Many chrysanthemum growers are beginning to cut this week and the wholesale windows are gay with the queen of autumn. Fortunately, roses have been very abundant and at the high prices prevailing of late they have brought in the shekels to the growers at an unprecedented rate. There are some very fine American Beauties; in fact, the rose supply is of excellent quality. Large quantities of dahlias are still arriving and are selling better than in any previous season. Tuberoses have made their appearance, also an abundance of very good double violets.

There is still a bit of a rush on here but the crisis seems to have been reached and it is now easier to fill orders with some kind of satisfaction. By the end of the week dahlias became a good deal of a drag. Nobody seemed to want them at any price. It was only a few days before when the best were bringing as high as ten and glad to get them, even at that. This condition has largely come about by an influx of chrysanthemums of fine quality and all sizes, colors and prices. These have driven the dahlia completely into the background. Roses continue very good, and while prices have eased up slightly they still clean up well at remunerative figures. Carnations move in evidence and a little better as to stem. No change in the cattleya market. Still plenty of these at moderate prices. The double flowering cosmos seems to take pretty well and brings a rather better price than the single. Both are quite plentiful and good.

Conditions are about the same as those of a week ago. Stock is remarkably scarce and the de-

**New York Business Is Good**  
**I NEED MORE FLOWERS.** Send your stock here and get the holiday prices now prevailing  
**HERMAN WEISS, 130 W. 28th St., New York**  
 AGENT FOR CARILLO'S CATTLEYS

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
**ROSES! I WANT ROSES!**  
 Have a demand for more than I can supply. Rose Growers Call or Write.  
**118 West 28th St. NEW YORK** TELEPHONES  
 Farragut 167 and 3058

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Oct. 19 1918		First Part of Week beginning Oct. 21 1918	
Cattleyas.....	35.00	to 75.00	35.00	to 50.00
Lilies, Longiflorum.....	10.00	to 20.00	6.00	to 20.00
Lilies, Speciosum.....	6.00	to 21.00	2.00	to 10.00
Lily of the Valley.....	6.00	to 10.00	6.00	to 12.00
Snape dragon.....	.....	.....	.....	.....
Gladioli.....	.....	.....	.....	.....
Asters.....	2.00	to 12.00	2.00	to 12.00
Dahlias.....	2.00	to 8.00	4.00	to 6.00
Calendula.....	5.00	to 10.00	5.00	to 8.00
Chrysanthemums.....	20.00	to 30.00	.....	.....
Grdenias.....	15.00	to 30.00	15.00	to 50.00
Adiantum.....	25.00	to 35.00	25.00	to 35.00
Smilax.....	.....	.....	.25	to .50
Asparagus Plumosus, & Spren (100 bunches).....	6.00	to 10.00	6.00	to 10.00
	8.00	to 12.00	8.00	to 12.00

mand is unusual, caused by the number of deaths in this vicinity and also of lighter shipments. The demand for flowers for out-of-town trade shows no let-up at all and continues to be as large as it was three weeks ago. Prices have advanced considerably. The supply of chrysanthemums is at present small. There is a fair supply of roses of good quality. Carnations and lilies are scarce. Violets are in season and sell fairly well.

The market is well supplied at the present time, the only exception being carnations. Dahlias are still coming in. Violets with few exceptions are poor owing to the warm weather. Ferns are still scarce.

With the abatement of the influenza plague business is becoming more normal. The stores are now able to dispense with much of the inexperienced help it took on during the emergency. Flowers continue scarce, but show a notable improvement in quality with the continued cold weather. Everything sells up quickly. Pansies, scobia, summer lilac and violets help fill out in funeral work.

Montclair, N. J.—The Dixon range of greenhouses is being taken down by George Pearce for removal to the estate of a Mr. Kelly at Madison.

Mamaroneck, N. Y.—The Darlington estate now that its proprietors have died, has been sold and P. W. Popp, president of the local horticultural society who has won so many honors for it at numerous exhibitions is preparing to vacate his old home. The dahlias have been very fine this fall, especially. The estate has been bought by Mrs. Constable whose place adjoins it, and a small strip of ground extending to the sea wall will be added to the domain so efficiently managed by that widely known expert James Stuart. With the exception of this small area the fine estate will be disposed of otherwise and it is to be hoped that it may fall into the hands of owners who will maintain its horticultural pre-eminence of the past. Everything on the Constable estate, including the out door garden, the greenhouses and the farm bespeaks devoted care and culture but Mr. Stuart says that most of the glass houses will be shut down for the winter in compliance with orders from the Fuel Administration and much valuable material must be sacrificed.

QUALITY QUANTITY  
**CHARLES MILLANG**  
 Wholesale Florist  
 55-57 West 26th St., NEW YORK  
 ATTENTION VARIETY



## LOCAL AND GENERAL NEWS

### CHICAGO.

Everette R. Peacock mourns the loss of his father whose death occurred this week.

It is remarkable that while the trees are nearly leafless, there have been no killing frosts and salvia and other late flowers are as bright as ever.

The closing of all theatres and other places of public amusement is being felt by those florists who cater to social affairs. It is not expected, however, that this edict will be of long standing.

In spite of long hours of work the two Chicago bowling leagues played as usual last week. As one of the members put it—"we needed to play more than ever on account of the extra work."

Miss Edna Frauenfelder says their firm has felt no effect from the ban on flowers for funerals as yet. All orders are filled and deliveries are made to the house next to the one where the death has occurred.

The good news from across the water caused the Chicago florist on State street to add another figure to his very attractive war window. The soldier is now greeting his mother on his return from the fight. A complete change without rearranging the setting.

The cutting out of the Sunday funerals several months ago has proven most desirable to the trade and many florists have been able to spend more Sundays with their families than in years before. Now, however, the number of deaths has made it necessary to go back to the old way and the Sunday funeral is again with us.

The signs "School Gardens" are clearly seen all over the outskirts of the city, now that the leaves are gone from the shrubbery. It is evident that the children responded heartily to the call and that they cared for their gardens to the close of the season. The "Community Garden" signs are also in evidence and the influence of these signs are sure to tell on next year's work.

In order to co-operate with the health department in their efforts to curb the present epidemic of influenza and with the undertakers in their prompt care for and disposal of the dead, a committee representing wholesalers and retailers held a conference and drafted a letter to be sent to each florist in Chicago. The letter will

ask each florist to assist and show his good will by delivering all flowers to the cemetery and thus relieve the conveyances that are ordinarily used for the flowers.

### CLEVELAND.

The new home of A. C. Kendel's Seed Store is completed and removal from the old location on Ontario street is in progress. The new building is a four story structure with white stone front conveniently situated on Prospect avenue above East 2nd street.

It is rumored that W. H. Temblett, who operates a number of flower stands in the Euclid avenue and 105th street market, will open a first class retail store. H. B. Evans has left the Smith and Fetters Co. and joined Mr. Temblett's sales force.

It is reported that the delivery of flowers by the wholesale florists to the retail stores is to be discontinued. The growing expense of conducting business is doubtless back of this proposed curtailment. Each retailer having his individual delivery system, which is usually idle in the early portion of the day, might with little, if any, added expense, call for his stock at the wholesale houses. True business economy it should seem, would dictate the wisdom of this move.

### PHILADELPHIA.

Douglas Earl, who has been in training in France was advanced Sept. 29th from sergeant to lieutenant. This brings both of Howard M. Earl's boys up to the commission stage through pure merit on their own part. Both boys enlisted at the call of the President, April, 1917, as privates.

E. G. Hill paid us a visit this week and among other things brought a sample exhibit of his fine new rose Premier. This was on exhibition at the show rooms of the S. S. Pennock Company for several days and was a center of attraction for the growers and rose specialists. A wonderful rose—and even the most conservative are a bit worked up over it.

**Summit, N. J.**—Among the number-out orchid gems to be seen at Lager & Hurrell's blooming now, are large numbers of cypripediums in rare species and varieties. Mr. Hurrell's son, Leslie H. is with the Ambulance Corp, Fourth Division.

### NEW YORK.

The Flower Market on 26th street is now opened for business regularly every Sunday morning.

George Hildenbrand's wife has been very seriously ill for the past two weeks with pleurisy and pneumonia.

The Beechwood Heights Nursery, Thos. Young, Jr., proprietor, has opened a salesroom at 53 West 28th street.

Among the sufferers from influenza is Miss Cadeau, well known as a floral decorator, who has been seriously ill but is now reported out of danger.

The executive committee of the American Dahlia Society will meet in New York city on November 6, to straighten up matters remaining unfinished from the shows of the past season.

An erroneous report of the death of Angelo Dentale of Jersey City, formerly with Young & Nugent on W. 28th St., has been circulated. He is still very ill but at present writing the outlook is for his recovery.

### ROCHESTER, N. Y.

George T. Boucher is planning to hold a chrysanthemum show at his store from November 3rd to 9th.

Death has claimed two of our florists within four days. James Campus and his brother Paul Campus were the unfortunate victims. James passed away on October 13th from pneumonia at the age of 28. He served in the Balkan War from 1912 to 1914. His store was located at corner of Main and Exchange streets. Paul Campus of the Rosery Flower Shop, died from a severe attack of Spanish influenza on Thursday morning at the age of 34. He is survived by his parents one brother, and two sisters, all of whom live in Sparta, Greece. The funeral was a double one, Makis Costis, a cousin of Paul's who died the day previous from the same disease.

### CINCINNATI.

Miss Elsie Bolison, who was with the Cincinnati Cut Flower Exchange for a few years, passed away at her home on Monday. She was a victim of influenza.

The team of three of which E. G. Gillett was a member sold \$40,000.00 worth of Liberty Bonds during the recent campaign. Their district was a single block on Price Hill.



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### BOSTON

Nearly 300 people enjoyed a public walk in the Arnold Arboretum Saturday afternoon. It was the most largely attended event of the kind in the history of the institution, many people being attracted by the exquisite autumn foliage. Prof. Sargent, director of the Arboretum, had provided competent guides, who led the party about the grounds and pointed out the most interesting groups of trees and shrubs.

**West Orange**—Joseph A. Manda has a whole house in flower now of the beautiful albino *Cypripedium Sanderae*. It is a sight well worth an effort to see. Mr. Manda has after extended negotiations secured an addition of 4½ acres to his property on Valley Road and has purchased a range of six houses, iron frame, formerly conducted by George Atkinson at Montclair which he will erect on his new property, forming two houses, 30 x 250, and other smaller ones, as soon as the war ends.

The Publicity Meeting Committee of the St. Louis Florist Club announced they are ready for their fall and winter campaign and urge all florists to join on the work.

### HELP WANTED

**WANTED**—Man experienced as seedsmen to take charge of a wholesale seed warehouse, and also to do some selling, for an old established firm of seed growers and wholesale merchants. In applying, state age, whether married or single, describe experience in detail, and salary expected. Address "C," care of HORTICULTURE.

**WANTED**—Man for greenhouse work. Wages \$60.00 per month with room and board. Address "M," care HORTICULTURE.

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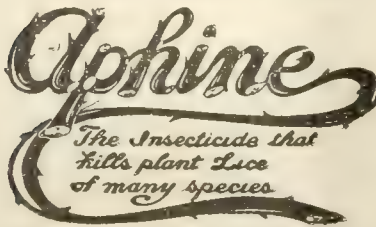
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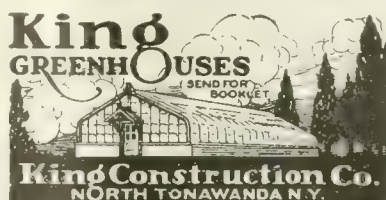
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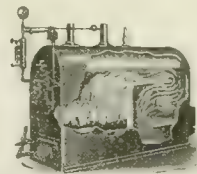
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# HORTICULTURE

Vol. XXVIII

NOVEMBER 2, 1918

No. 18



*Malus Parkmanii*

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## OBSERVATIONS AND VISIONS

At the last September meeting of the Germantown Horticultural Society the writer had the pleasure of listening to an illustrated lecture by Alexander MacElwee on: "A Botanical Trip into the Low-land Regions of New Jersey" the object of the excursion being the study of the native flora. As one of the many educative features of this lecture I noticed that the yellow and orange colored flowers thrown on the screen were by far the showiest of the collection displayed. Occasional researches in nature's realm have a varied effect on human mind and vision. As horticulturist I never returned without the benefit of some valuable object lessons. The emotion stirring beauty of wild flowers has been inspiring the poets of all nations; it has frequently proved an alluring subject for the master-brush of the painters; we see beautiful forms of foliage and flowers serving as motif for the ornaments of the sculptors and if we want to dive into the past we find even the aborigines of remote ages in their crude attempts to beautify home and apparel being guided by the leading color notes of their flowers in the field. Or does not the picture of the Indian village and the favorite coloring in garments of the inhabitants bespeak the lessons obtained by the color brightness of our native flora? And after all is not the picturesque Indian village just as much a work of art as the ancient Greek City ever was?

We all seem to be well aware of the fact that in no other calling of life is the study of nature more essential than in gardening and yet very few of us are today interested in botany, the science which Goethe once called "the amiable." Our native flora is unusually rich in beautiful flowering herbs of a type combining in habit of growth, grace with stateliness. One of the characteristics in the total picture of the American landscape is the conspicuous wealth in blossoms of bright yellow hues late in summer and during early fall. These are the golden rods, rudbeckias, hardy sunflowers and heleniums I am referring to. Evoking the early attention of plantmen, numerous garden forms and varieties thereof are standard items on the trade lists of perennials for nearly half a century.

A few years ago a popular European family journal under the title, "Flower Groves," published an article pointing out the possibilities for imposing floral mass effects by employing tall growing perennials. Scrutinizing the different compositions on the accompanying color plate I noticed the rich golden waves of blossoms produced by the above mentioned natives of our country standing out very prominently. A plant material which we are only too apt to look at as "rubbish" I saw our fellow craftsmen abroad had been cultivating and using to marked advantage. Properly staked—how many of our rank and file men can do that—their many

tall branching stalks bearing myriads of blossoms became part of a highly artistic floral garden arrangement in general contours resembling the grove formation in miniature very admirably. It was the result of careful selection of tall growing plant species, not necessarily of equal height, but as near as possible in bloom at the same time. As boltonias tall phloxes, purple coneflowers, Michaelmas daisies, Pyrethrum uliginosum and hardy salvias, in addition to what has been referred to above, made up the essential part of the material used, the displays evidently were timed for the latter part of August and the month of September. The perusal of the article brought back into my memory the lingering picture of artistic floricultural exploits of some advanced garden amateurs in Maine summer resorts. Spacious tall plantations on open lawn expanses standing out in vivid contrast against a dark evergreen background of northern spruce and pine, the latter serving as windbreak and protection from driving rainstorms. True, a fleeting beauty, but in its phenomenal color radiance leaving the longing desire to produce and enjoy it anew.

There is reason to believe that in the near future humanity will more than ever be in need and disposed to enjoy the beautiful in life. Beauty in art, in ideals, in apparel and last, not least, in home and home surroundings. Research within the realm of Nature reveals the generosity of our Creator in bestowing to us as precious gift a most enchanting native flora. Not to go out and ruthlessly uproot wild flowers in the vain attempt to fill city and suburban gardens with, domesticating and cultivating attractive inhabitants of woodland, field and meadow is a problem better to be left to the plantsman to solve. Designed for our enjoyment we pay homage to the Divine Maker when giving ourselves up to grateful admiration.

As cultured people it is our moral duty, to, as much as possible, protect wild flowers. The sunny slope aglow with the bright yellow panicles of golden rods; the country roadside lined with the graceful forms of fall asters in white, purple and delicate lavender hues and way up within the depth of our mountain recesses, the shining green thickets of rhododendron and mountain laurel bedecked with their incomparable wealth of bloom are there first and last to instill the love for our beautiful land deeply into our hearts. All the most famous works of the masters of fine arts drop into naught as soon as we look at the creative genius of the Divine Architect of the Universe who for the enjoyment of humanity on earth designed his sublimely beautiful and precious gift—the flower. Therefore, to thinking minds it is self-evident that our native flora suggests the imperative necessity for flowers as one of the essential means for happiness and contentment within American homes. The desire for beauty within home and home-surroundings is an attribute of civilized nations. By nature we are destined for a leading part in any advance work in the given direction.

*Richard Roth*

Glenside, Pa.

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GARDEN



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### Tariff versus plant exclusion

HORTICULTURE is pleased to note the wide interest taken in its various editorials on the proposed action of the Federal Horticultural Board on exclusion of plant imports from foreign countries, and the many favorable comments received, assure us that the attitude taken by HORTICULTURE, is in accord with the sentiment of the great majority of the American trade. HORTICULTURE has consistently advocated the exclusion of all plants which may harbor and become the means of introducing dangerous fungus or insect pests, and has as consistently protested against the exclusion of plants which do not. The question of

plant exclusion under the Federal Horticultural Board is in no sense a tariff question, and the work of this Board should not be confounded with tariff issues, which form no part of the scope of its work, nor should any action on the part of the board be expected to take the place of tariff regulation, however much protection through the tariff may be needed for the benefit of certain nursery interests. The firm that maintains its own propagation establishment, and organization, on the basis of American wages, is certainly up against the competition of firms who import most of their young plants at a cost less than they can be produced here. A tariff schedule, affording adequate protection to this line of home production, should be established, and maintained. HORTICULTURE realizes the need of and recommends that such protection be accorded to American nursery growers, by a sufficient tariff; on the other hand we see no reason for exclusion at the present time of such plants as bay-trees, azalea indica, hybrid rhododendrons, and many others not produced here and not likely to be produced in this country for many years, and the exclusion of which will prove a serious loss to the trade generally. The few criticisms we have received, have confounded the two issues, and are based mostly on that of tariff, and tariff protection, which does not concern the Federal Horticultural Board.

### A favoring breeze

The old saying that "It's an ill wind that blows nobody good" has been impressively exemplified in the florists' business during the few weeks since the distressing epidemic set in. It goes without saying that no florist or other person whose heart is in the right place will gloat over a prosperity based upon his fellow-man's misfortunes and grief. Yet the prevalence of the dreaded visitation at this time has in its results been very largely responsible for the unexpected rejuvenation that has come to the stricken flower business and undoubtedly diverted to the wallet of many a sorely tried grower and many a despondent retailer a few of the needed dollars so ruthlessly denied him in the course of recent events and saved him from impending ruin. That a considerable number of concerns would have been "forced to the wall" this season, had conditions continued as they were has been very evident. But in the situation as now shaped we see "the wind tempered to the shorn lamb." A comparison of wholesale values at the present time with those prevailing a year ago is interesting. Roses, which are selling readily at six to eight dollars a hundred in the New York market, for instance, rarely realized at this period last year above seventy-five cents a hundred for street hawking—a condition which, if repeated this fall, could have led to but one ending. Dahlias, carnations, chrysanthemums and practically all other seasonable items grown in the open or under glass tell a similar story. But it is not necessary to go into further details. It is somewhat of a relief, however, to realize that this refreshing change for the better is not wholly due to the unprecedented death toll but that the increased call for flowers to cheer the ill and wounded in the hospitals and the home-sick in camps and in the scattered family circle has helped materially to the welcomed result. And the great campaign of the S. A. F., for "Say It With Flowers" has begun to bring fruit, beyond a doubt. So it is altogether a very auspicious beginning for the season.

# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

The far reaching effect of our publicity campaign is becoming very noticeable. Among a number of our orders—perhaps we had better call them commissions, because we do not in our advertisements invite them—which have come into our Promotion Bureau recently was one from Palestine, sent by an officer in the Indian army, now with General Allenby, Egyptian bills enclosed with it, the only medium of money exchange open to him, directing the delivery of a birthday gift of flowers in a neighboring city. The officer was good enough to speak of our slogan in a manner highly commendatory, and there is not the slightest doubt that he was influenced by it to transmit the order.

While the Promotion Bureau certainly did not expect actually to become a factor in the interchange of orders, still it has relayed scores of them received from persons who have either misunderstood the mission of our advertisements, or sought our services through our being considered a responsible head to the system suggested in them. Of course, we are pleased to be of such service.

But what must be the business effect of the "Say it with Flowers" slogan throughout our own vast country! The public has taken very kindly to the phrase, and it is commonly quoted.

It should be the object of every florist to lend assistance in our efforts to plant this slogan still deeper in the public mind. It should be displayed in every flower store window, where its message can be made continuous. There is nothing better than the beautiful glass signs we provide for this purpose—glass mounted on brass, the slogan in gold on light blue ground, the background dark green, delivered anywhere at \$2.00 each, the average cost. Every florist in the land should have one of these signs on display, it would pay for itself in a few hours, help the florist, and help in the publicity work.

Now, a word to those who have not subscribed to the Publicity Fund. You will notice from the statement concluding this letter that we are still

short of our object, the attainment of a fund approximating \$50,000 a year for four years. Our committees for this reason are not able to go as far in their work as they believe they should. The success of the campaign so far is beyond question, but the campaign stimulant should not be administered in homeopathic doses; they work too slow. The greater the concentration of effort, the more noticeable the results. The committees would like to close the year with the concentration they planned, but are dependent upon the florists who have not yet provided stimulant to furnish the amount required—many hundreds of their brother florists have nobly done their share and are satisfied that their contributions have proved to be good investments. If your hearts are in your business, you surely will want to subscribe to this fund. Send in to the Secretary your cheques for whatever you feel you can give; or, if you prefer, ask for our regular printed forms and other particulars, and they will be promptly sent to you.

The following additional subscriptions are recorded:

Annually for Four Years—Fred M. Backmeier, Cincinnati, O., \$5; Frank A. Schneider, Cincinnati, O., \$2; J. C. Rutenschroer, Cincinnati, O., 2; Edward A. Forster, Cincinnati, O., \$5; William Schumann, Newport, Ky., \$5; R. Witterstaetter, Cincinnati, O., \$5; Schumann & Wahles, Newport, Ky., \$5; Philip T. Popp, Covington, Ky., \$5; W. & L. Pfeiffer, Ft. Thomas, Ky., \$5; John Sunderman, Cincinnati, O., \$5; Edward Schumann & Sons, Cincinnati, O., \$10; J. Fred Baker, Mussop, Conn., \$2; R. T. Cockingham, Ellenville, N. Y., \$5; Arthur Langhans, Wheeling, W. Va., \$25; John C. Gracey, Philadelphia, Pa., \$10; Frank J. Clark, Trenton, N. J., \$25.

For One Year—A. J. Horning, Cincinnati, O., \$3; Mrs. C. Witterstaetter, Cincinnati, O., \$5; Sam Kuhn, Cincinnati, O., \$5; E. W. Rutenschroer, Cincinnati, O., \$5; Mrs. J. Murphy, Cincinnati, O., \$1; R. H. Freis, Ft. Thomas, Ky., \$10; Sidney W. Murphy, Cincinnati, O., \$2; Henry F. Koester, Cincinnati, O., \$5; Bartschy Bros., St. Bernard, O., \$2.

Total, \$159.00. Previously reported from all sources, \$44,609.75. Grand total, \$44,768.75.

JOHN YOUNG, Secy.

1170 Broadway,

Oct. 26, 1918.

## YOUR WORK AND OUR WORK.

The members of the Publicity and Finance Committees have given generously of their time towards the upbuilding of our Publicity Campaign with the sole aim of trying to get maximum results for all branches of the business.

Now and then some members criticize or compliment the efforts given which is always appreciated by the chairman of the respective committees, who, by the way, would welcome more of both kinds, be it complimentary or otherwise. As the committees are at all times trying to reflect the kind of publicity that would do the most good, suggestions are at all times most welcome.

Now, to those who cannot help in this direction, may we not expect the financial interest in our campaign, so necessary to carry on for 1919, which soon will be in operation, for without the financial needs your committees cannot properly plan for the ensuing year.

The general layout of the new years work will soon be ready for action and the members who so generously gave will surely feel that they have started a movement that will have added results as time rolls on. Let every man in our business give his full limit and profit by the investment by keeping interested in all its workings.

Give, and you will receive full measure in return so that your work and our work will merit its own.

HENRY PENN, Chairman,  
National Publicity Campaign.

## SOME SIGNIFICANT ADVERTISEMENTS.

If it were not for its pathetic side from a non-combatant standpoint, the following want ads., clipped from a Trieste newspaper, would sound amusing; but they tell a sad story that will not down:—

"Iron bed, pair of black trousers, and coat offered in exchange for food-stuffs."

"New novels, large collection, in exchange for five pounds of food."  
"Finest stockings, lady's colored, in exchange for sugar or fats."

"Linen sheet wanted to make into a dress, for cash or maize meal."

"Yellow canary in exchange for a rabbit, Japanese vases for fats or beans."

"A business suit offered in exchange for one pound of fat."

The appropriate answer from America is redoubled effort to make the preponderance of food among the Allies become greater and greater as that of the enemy wanes.



## CRABAPPLES IN AUTUMN

The beauty of the crabapples of North America and eastern Asia in spring when they are covered with their pink, rose color or white flowers has often been described in these Bulletins. That few trees produce handsomer or more abundant fruit is perhaps not yet generally known or the value of these trees for the decoration of the autumn garden fully appreciated. All the crabapples, including the species from Florida and Oregon, are hardy in the north. They are all indifferent to the presence of lime in the soil and therefore can be grown successfully in parts of the United States where it is impossible to cultivate many plants like rhododendrons and azaleas to which the presence of lime is fatal. Of the large groups of shrubs and small trees of general and wide cultivation in this country—Lilacs, Syringas, Crabapples, Viburnums, Hawthorns and Cornels—none equal the Hawthorns and Crabapples in the size and brilliancy of their fruit. The fruit of the American crabapple is larger than that of the Asiatic species, depressed-globose except in the Oregon species, light green or pale yellow, covered with a waxy exudation, and very fragrant. The fruit of the Asiatic species is red, yellow with a red cheek or greenish, and varies in size from that of a small pea to a diameter of an inch and a half. On some species the fruit falls as soon as it is ripe and on others it persists until spring. There are many natural hybrids of these Asiatic plants and, as is the case in several other genera, the hybrids are often more valuable as garden plants than their parents; and as all apples hybridize very freely it is probable that large sowings of the seeds of the plants gathered in a collection like that of the Arboretum, which contains all the species and many varieties and hybrids, will yield forms of greater value as garden plants than those now known.

It is hard to say which is the handsomest of the Asiatic crabapples at this season of the year. The showiest fruit is perhaps that of *Malus prunifolia*. This tree has been considered a native of Siberia and northern China, but although it has been known in western gardens for more than one hundred and fifty years its home as a wild tree is not yet known. It is evidently one of the rarest crab-

apples in American gardens. The fruit is oblong, broader at the base than at the apex, nearly an inch and a half in length, very lustrous, bright red, or yellow with a red cheek. It differs from many of the other Asiatic crabapples in the large, persistent, erect calyx. In this country at least the fruit is less abundant than that of many other species. The Rinki Crab, which is now believed to be a variety of *Malus prunifolia*, produces large crops of fruit in the Arboretum; this is smaller than the fruit of *M. prunifolia* and is often nearly globose, red, yellow or green on different trees. The Rinki is a native of northern and western China, and for many centuries has been cultivated by the Chinese as a fruit tree. From China it was early carried to Japan where it was generally cultivated for its fruit until replaced by the American and European apples of larger size and better quality. The handsome and abundant fruit of the Rinki should secure for it a place in American gardens.

Among hybrids of *Malus prunifolia* with other species, principally with the Siberian *M. baccata*, are plants which are conspicuous in the abundance and beauty of their fruit which, although somewhat smaller than that of *M. prunifolia*, is equally brilliant in color. This hybrid, which is still without a name, is well worth attention. Plants of *M. floridana* are unusually full of fruit this year which on some trees almost hides the leaves, giving the plant the appearance of fountains of old gold. The fruit on different plants varies somewhat in color and in size; from some it drops in the autumn as soon as it is ripe, and on other trees it remains until spring. Such trees furnish birds with great quantities of appreciated winter food. From many points of view this crabapple is one of the very best large shrubs or small trees which can be grown in the northern United States. It is perfectly hardy and of excellent habit; for forty years it has never failed to cover itself with flowers which, bright rose color in the bud, are white after the buds have opened; and there have not been many autumns when the fruit has not been as abundant as it is this year. *Malus Arnoldiana*, a natural hybrid of *M. floridana* with some other species, originated in the Arboretum. It has

the habit of *M. floridana* but the flowers and fruits are nearly twice as large. Some persons consider this hybrid the handsomest of the crabapples and there are certainly no more beautiful objects in the Arboretum this autumn. The different forms of the Japanese *Malus Sieboldiana* are all handsome in the autumn. The typical form is a low shrub broader than high with arching stems, and there is an arborescent form of excellent habit. This crab produces great quantities of fruit which is not larger than a small pea and is bright red on some individuals and yellow on others. It has the merit of flowering later than the other Asiatic crabapples. The variety *calocarpa* of *M. Sieboldiana* has larger flowers and fruit, and is a large arborescent shrub. As a flowering plant and when its bright red lustrous fruit is ripe it is one of the handsomest crabapples. To Dr. William S. Bigelow of Boston, who sent the seeds to the Arboretum from Japan, western gardens owe this beautiful plant which is not known in a wild state. The small globose fruit of *M. baccata*, a common tree in northeastern Asia, varies considerably in size and in its shades of red, but all the forms are shapely trees handsome in spring and autumn. A Korean variety, var. *Jackii*, still rare in gardens, has perhaps the most brilliant fruit of any of the forms of *M. baccata*. A northern form, var. *mandshurica*, has larger fruit, and the flowers are more fragrant than those of any other Asiatic crabapple. Attention may be called again to the value of *Malus Sargentii* as an autumn and winter plant. This is a shrub from northern Japan which grows only a few feet high but spreads by semiprostrate stems to a wide diameter. The scarlet fruit, which is produced in great quantities, is not apparently appreciated by birds and remains in good condition on the branches till spring. *M. transitoria* from western China has produced fruit in the Arboretum this year for the second time. It is ellipsoidal in shape, rose pink, darker on one side than on the other, very lustrous and about three-quarters of an inch long. The fruit of few crabapples is more distinct and beautiful. Only a few plants in the collection are mentioned in this Bulletin. Many others are equally interesting, and a study of the group will show possibilities for garden decoration which few persons in this country realize. In planting crabapples it is well to remember that they only really thrive in rich, well-drained soil, that they require plenty



of room in which to display their greatest beauty, that they are often attacked by the San Jose Scale which is easily controlled by spraying, and that their leaves are preyed on by the caterpillars which feed on the leaves of the apple trees of orchards.

—*Arnold Arboretum Bulletin.*

#### PLANS FOR TEMPLE OF AGRICULTURE.

Mr. Charles S. Calwell, president of the Corn Exchange National Bank, Philadelphia, Pennsylvania, is to have charge of the bank end of collecting the money for the Temple of Agriculture. This arrangement has been recently brought about by a sub-committee authorized to act in the matter. The following are the members of the committee on the Agricultural Temple: A. A. Elmore, Spokane, Washington, chairman; Gifford Pinchot, Milford, Pennsylvania; Milo D. Campbell, Coldwater, Michigan; J. H. Mills, Jenkinsburg, Georgia; Maurice McAuliffe, Salina, Kansas; S. J. Lowell, Fredonia, New York; J. A. McSparran, treasurer, Furniss, Pennsylvania; Joe Niccolls, Winfield, Iowa, secretary.

There will be a meeting of this committee at Denver, Colorado, on November 19, 1918.

At a recent meeting of the committee, it was unanimously decided that War Savings Stamps and Liberty Bonds should be accepted as contributions to the building fund. Plans are under way to augment the sale of Liberty Bonds by calling the farmers' attention to the two-fold purpose to be served in the purchase of bonds, as a necessary and patriotic duty and in connection with the financing of the Agricultural Temple.

Dr. Richard T. Ely of Madison, Wisconsin, noted economist and secretary of the American Association for Agricultural Legislation writes as follows:

"This idea of an Agricultural Temple in Washington is a splendid one and I think it will certainly meet with success. I notice that you mention particularly bureaus of research in connection with this Temple. This is a fine idea."

#### FROM A WAR GARDENER.

J. Frost, tarry just a while—  
For a little keep away!  
Mercy, for the cosmos sweet,  
Marigolds so bravely gay,  
Respite for my cabbages,  
Beans and peppers still, I pray!  
See, the clematis yet frames  
Fragrantly the great house door!  
There's a white rose coming out—  
Stay your coming, I implore!  
Let my squash vines, full of buds,  
Grow unscathed, a few days more!  
If you must have work to do,  
Paint more brilliantly the trees—  
Make the forests glow and flame  
With their autumn tapestries!  
But my garden still repleve—  
Have a heart, dear J. Frost, please!

—*Mazie V. Caruthers in the Times.*

#### IN UPPER CANADA.

Our genial friend Benjamin Hammond, president of the American Rose Society, has recently returned from an eight-day, 3,000 mile trip to certain gold mining regions in Canada in which he is interested. He has a large collection of photographs which he took on his journey and which he delights to show his friends. We extract the following notes from an interesting account which he contributed to the Beacon Herald:

The atrocities of the German armies on non-combatants as told by men who have been on the battle scarred region of France and Belgium outdo the frontier history of a hundred and fifty years ago when the wild American Indian made his onsets upon frontier settlers.

On a recent trip over the Canadian Pacific Railway we fell in with a body of fine young men on their way west, destined for Siberia. This body, called "The Snowball Battalion," turned out and marched around while the train at the division stations changed locomotives. Canada has some seven million inhabitants and has already sent four hundred thousand soldiers to France. Some twenty-five or more thousand have returned disabled. No better soldiers for grit or grace have yet been found, and the men who have come back and been in the actual conflict, said the Yanks were our own brothers. To listen to the devastation, destruction and horrible treatment, as quietly told, to which the German army, without restraint, has visited upon Belgians and French place the German military outside the pale of a civilized people.

In Canada men are scarce for agricultural work or general business. In many things women are handling the work of laborious character, but from appearances there is a break down in artificial manners. The people seem to act like a general family gathering at Thanksgiving time. Speaking with the manager of a branch of the Royal Bank, of Canada, the proof was given of the personal effort to invest earnings and savings in government securities. War taxes are on everything.

Two hundred miles or more beyond Port Arthur on Lake Superior the pioneer farmers were loading cars with potatoes, and sixty cents per bushel was said to be the cash price paid at the station. At Port Arthur on Thunder Bay, the northwest section of Lake Superior, is a ship-building plant of large dimension and wooden ships were being built. Acres

of logs were floating in the booms. I asked where they got all the workmen from, and the answer was: the work is an attraction and we gather men from the States in large numbers, and all over Canada.

At Fort William, where the great grain elevators are located, which receive the wheat and flax from the prairie farms, west of Winnipeg, the report was there is a bigger crop than last year.

The Indians are no more wild Indians. They dress as well as anyone and seem to be able to do any kind of work. Now is the season that the game laws are up. Going down one of the lakes the little steamer Galatea was hailed and took two parties aboard, including men, women, children and dogs, with a ton or two of provisions and a victrola, for a trapping period in the bush or woods.

Mr. Hammond speaks enthusiastically of the beautiful wild sweetbriars which were abundantly blooming everywhere. Sweet peas in flower on the fences were also common, and the masses of roses on the fringes of the woodlands made a lovely effect.

#### UNITED WAR WORK CAMPAIGN.

By R. J. Baldwin, Michigan Agricultural College.

November 11 to 18 will be welcomed gladly by all who understand the work of the co-operating organizations. The services of the Y. M. C. A., K. of C., Jewish Welfare Board, and Salvation Army, are for the same purpose and it is a happy development that they should now work together in appealing to the people of America for financial aid.

We have seen how these organizations have joined hands in carrying to our boys the touch of home care and comforts from their own homes to the fighting fields overseas. We at home should join hands in providing funds in order that this service of home comfort may not break down for a single soldier a single day. From Chateau Thierry, Belleau Woods, and St. Mihiel have come inspiring stories of service to men in action. This inspiration should be re-echoed from farm and city alike in sacrifices to make possible even greater service to the men fighting in many lands.

Rochester, N. Y.—The estate of Nathan R. Graves wishes to announce to the trade world that the business of the late Nathan R. Graves, horticultural photographer, will be continued by Mrs. Graves.



## Obituary

Joseph Becvar.

Joseph Becvar, a florist of Sayville, L. I., died last Thursday of pneumonia, aged 36 years. He leaves a widow.

James B. Allen.

James B. Allen, florist, died at his home in Bradford, Mass., October 13, aged 27 years. He was a graduate of the Massachusetts Agricultural College.

Nicholas Cardis.

Nicholas Cardis, for a number of years a faithful employe of Cotsonas' N. Y. Florists' Supply Co., 103 W. 28th St., New York, died of pneumonia on Oct. 19, aged 28 years.

Geo. D. Orton.

George D. Orton, president of the Melrose Horticultural Society, died Oct. 8th, at his home, 10 Ashland place. He was seventy years of age, and is survived by his widow, two sons and three daughters.

Clarence E. Redfield

Clarence E. Redfield, an employe of Benjamin Hammond, Beacon, N. Y., died on Friday, October 18, with pneumonia following an attack of influenza. Five persons in the family were attacked altogether, but the rest are now recovering.

Seth Miller.

Seth Miller, born in Cunstable county, New York, in 1855, died in Dallas, Texas, October 10, 1918. Mr. Miller had lived in Dallas for the past twenty years where he established the Haskell Avenue Floral Co., which several years ago was merged with the Greer Floral Co. He has been manager of the latter for the past 7 years.

Henry H. Sarver, Jr.

Henry H. Sarver, Jr., born Dec. 21, 1888, at Sharon Grove, Ky., and engaged in the florist business in Dallas, Texas, for the past ten years in connection with his father, died in Indianapolis, Oct. 15. He was at the time engaged in work for the government. His body was accompanied to Dallas by his brother, J. W. Sarver, who is in the aviation service and located at Speedway, near Indianapolis.

John W. Montgomery

John W. Montgomery, son of Robert Montgomery, Natick, Mass., was killed

## SAYING IT WITH FLOWERS



Historic Independence Day Celebration in Paris. The American soldiers were literally covered with flowers. From every balcony along the route flowers were rained down on them. The photograph shows a section of Yanks at the Picpus cemetery where Lafayette is buried.

in European waters during a collision between the U. S. destroyer Shaw, and a British vessel, October 9. Mr. Montgomery enlisted last spring and was for some time stationed at New London, Conn. He left Philadelphia August 18 for over-seas and was acting as second quartermaster at the time of his death.

Mr. Montgomery was formerly in the employ of Mrs. J. W. Rogers and lately with Morse & Beals, of Lowell. A host of friends will sympathize with his family in their irreparable loss. Mr. Montgomery was 28 years old.

Miss Theresa Whitman.

We regret to announce the death of Miss Theresa Whitman, formerly in the employ of H. E. Wilson, Rochester, N. Y., who died after a brief illness of Spanish influenza at the Providence Hospital, Washington, D. C., on Sunday, Oct. 20th. A short time ago she enlisted as a Red Cross nurse and for the past two months has nursed amongst the soldiers who were smitten with the disease from which she died. Her brother Louis, was the first Rochester soldier to pay the supreme sacrifice in France. Another brother is a sergeant in the 307th Field Artillery in France. She leaves her parents and four sisters and two brothers to mourn her loss. The funeral services were held from the home at 194 Conkey avenue and burial was made at Holy Sepulchre Cemetery on Friday, Oct. 25th.

## CHRYSANTHEMUM SOCIETY OF AMERICA.

### Report of Committee.

The following report of new chrysanthemums exhibited at Chicago, Ill., Oct. 19, has been submitted by the committee appointed by the society.

By Mount Greenwood Cemetery Asso., name of variety seedling No. 1-1916; color, pink; type, inc.; points, com. 90. Seedling No. 4-1916; color, yellow; type, inc.; points, com. 91.

By Elmer D. Smith & Co., Adrian, Mich.; name of variety, Lulah; color, pink; type, pompon; ex. points, 91. Name of variety, Waldo; color, white; type, pompon; ex. points, 90.

CHARLES W. JOHNSON, Secy.

## TEXAS STATE FLORISTS' ASSOCIATION.

On account of the extreme conditions that prevail all over the country, it is decided that the convention and flower show that were to be held by the Texas State Florists' Association, November 19-21, be postponed. The flower show will not be held at all this year and the convention will be held at some later date. It is very likely that this meeting will go over till spring.

L. J. TACKETT, Secy.

Fort Worth.

The annual meeting of the Chrysanthemum Society of America will be held in the Engineering Building, New York, Nov. 6th, 8 p. m.

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Rutherford, N. J.

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### A LILY BULB QUERY.

I am desirous of information regarding Magnificum lily bulbs. I have a quantity of bulbs which have been grown and flowered under glass, and are now dug and being cured. These bulbs have given many small bulblets which I believe can be grown into flowering size if properly treated. What should I do with these now—plant them outdoors or store?

Any information pertaining to the above would be greatly appreciated.

Respectfully yours,

Maine.

H. L. C.

Bulbs of *Lilium speciosum magnificum* may be planted now in the open ground in rows three feet apart and six inches distant in the row. In two years they should be large enough for forcing. It is better not to use manure. A mulch of leaves or straw during winter is beneficial.

### MID-WEST HORTICULTURAL EXPOSITION.

The date of the Mid-West Horticultural Exposition has been changed from November 5-8 to December 10-13, on account of state quarantine for influenza. This is unfortunate but seems imperative from present conditions.

WESLEY GREENE.

Des Moines, Ia.

## DAISIES

Boston Yellow, 2 1/4 in.....	\$7.00	\$60.00
Mrs. Sanders, 2 in.....	4.00	35.00
White Marguerites, 2 1/4 in.....	6.00	50.00
Giant White, 2 1/4 in.....	6.00	50.00
White Marguerites, 5 in.....	\$35.00	per 100

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## LOCAL AND GENERAL NEWS

### CHICAGO.

J. J. Karins, of Dreer's, is in the city and brings reports of the good business he finds being done in the central cities.

All the midseason varieties of chrysanthemums are now seen at J. A. Budlong's, who is making a specialty of this flower this season. The first Bonnaffons were cut Oct. 28th.

At Zech & Mann's the shipping trade is very heavy. The orders for New Orleans for All Souls' Day and All Saints' Day were nearly as heavy as in other years and the Monday and Tuesday shipments included many to be used for this time honored custom.

The American Bulb Co. has been advised that their French bulbs are on the way from New York. Ordinarily this would mean that they would be in the store soon but the shipment across the country now frequently requires more time than across the ocean.

The limiting of funeral attendance to ten persons and the request to send all flowers direct to the cemeteries has put a sudden stop to the rush of business that the florists were doing. With many funerals at the same time the difficulty of delivering flowers to the right persons may be imagined and the result was the cancelling of orders.

Bulbs from Eureka, Calif., are seen at the stores. So far the stock is confined to tulips and paper whites, and while the bulbs are not all as clean looking as the imported stock, owing to the scarcity of labor on the western coast, the stock compares favorably in many respects with the Dutch bulbs. At the Winterson Seed Store a test was made of the paper whites and every bulb cut showed its blossom stalk. Manager Degnan says conditions this year are not favorable to a fair test of the ability to grow as fine bulbs in this country as abroad, but it is most important that we have established the fact that our soil and climate are adapted to that purpose.

### FISHKILL, N. Y.

Fred Wood, younger son of L. Wood, is just recovering from an attack of Spanish influenza. His absence from the greenhouses at this critical time has been seriously felt, as the shortage of help in this neighborhood is very acute.

### NEW YORK.

We are glad to note that J. K. Allen is gradually recovering from his recent indisposition.

H. Bayersdorfer & Co. of Philadelphia have a New York office at 709 1st avenue, near 42nd street.

Sympathy is extended to W. T. Lee, florist in the Hippodrome building, on the sad death of his son, 33 years of age, last Friday, after two days' illness with pneumonia.

J. Austin Shaw started this week for California, where his wife has been for some time at the home of their married daughter. He is in hopes that the salubrious climate with the winter's rest may alleviate his lameness which has of late been very acute. We hope he may come back in springtime invigorated and with his disability well removed, so that he may resume his former activity among the trade of New York.

### ALBANY, N. Y.

The retail stores, The Rosary, Danker, Eyres, etc., are all pushed to the limit with funeral design work.

The flower market here has enjoyed a great boom for the month of October, after a summer season of unwelcome dullness. The wholesale Cut Flower Company is very busy with shipping trade and it is late in the evening now when Tom Tracey manages to get home to his new family circle. But nobody finds any fault with this course of events. Somewhat of a novelty received here this week is some really good sweet peas.

**Cincinnati**—A committee of which C. J. Jones is chairman and Miss Laura Murphy, 329 Main street, secretary and treasurer, is soliciting subscriptions from the florists of Cincinnati and surrounding territory, to a Christmas fund for the florists of this vicinity who are in the service of our country. Florists are urged to send their contributions to the treasurer at once and not later than November 20th, and to send, also, the names and addresses of all the florists whom they know that are in the service in order that the committee will overlook no one. The fund is to be divided among the boys share and share alike and is to be mailed to them in the shape of money orders that they may procure what they want at their immediate station.

### A PASSWORD AS WELL AS A SLOGAN.

Business everywhere during the present period especially in the florists line has gone beyond the expectations of us all, of course in a great measure due to the unfortunate epidemic which necessitated everyone being worked to the limit, employer and employee alike, and everybody from the wireworker to the grower sharing in the rush to fill orders which came from all directions.

Now, during a rush like the present we are apt to forget the condition of the future, as for instance, where the demands for flowers have been many on account of the influenza epidemic, there would be a curtailment of flowers later on, due to the fact that the unusual expenditure of the customer will alter conditions.

It is up to us to keep the ball rolling by continually advertising our slogan, "SAY IT WITH FLOWERS."

Now, many may say why advertise our product when we have a shortage of flowers as perhaps will be the case later on? Do you realize that when you create the demand you will also create something that will fill the bill, if not with one thing, then with another.

Have you noticed how many manufacturers have been advertising their product to the public although the government has commandeered their entire out-put for the period of the war? This is done for the sole purpose of holding their good will in the eyes of the public so that their product may not be forgotten when time comes normal again.

What do you think the slogan will mean to every thinking man, woman or child who when in doubt as to what to send to Mother, Father, Sister or Brother? Do you realize the effect it will have? And if all who use Printer's Ink will make use of it, do you think of what the future has in store for you?

Go the limit with the slogan and you will merit the benefits more and more. HENRY PENN, Chairman,  
National Publicity Campaign.

### PHILADELPHIA.

If you want to see par excellence in carnations, take a run out to Elkins Park and see Wm. Kleinheinz. For so early in the season they are wonderful. He is a carnation wizard all right.

John Westcott paid his final visit to Waretown on Oct. 29th and 30th. The rod and gun are laid away for the winter and the natives relapse into their old-time peaceful slumbers. Good-bye, Barnegat—for a little while.



## SEED TRADE

### Black Leg Epidemic Fought By Seed Growers.

To protect cabbage growers against the black leg disease which prevailed in so many fields this season, the seed growers' committee will disinfect all the Wisconsin Hollander seed grown in the Racine-Kenosha plots this season. The plant pathology department of the University of Wisconsin will direct the work.

"The Wisconsin Hollander strain, developed at the Wisconsin Experiment station, is practically immune to cabbage yellows, but it is subject to black leg just as other strains are," says R. E. Vaughan. "Both commercial and experimental plots of the Hollander demonstrated this year the advantage of planting it as a safeguard against cabbage yellows, as the conditions for the disease were especially favorable and ordinary commercial varieties were badly affected. Black leg was very destructive in Iowa, Illinois, Indiana, and Ohio, as well as in Wisconsin. The hot weather was also unfavorable, and there was a considerable number of maggots and green worms. The Wisconsin Hollander suffered losses from these sources along with other strains."

The plant pathology department advises that the epidemic of black leg this year promises a scattering of the disease next year, and further outbreaks. Rotation of the seed bed and the field are recommended by the way of prevention. Disinfection of seed, preferably with the corrosive sublimate solution, is also advised. Selection of seed heads from dry plants with strong, vigorous root systems, and no sign of the disease is an important safeguard for purity of next year's seed crop.

### Investigating Seed Exports.

The seed-reporting service of the Bureau of Markets frequently is called upon to advise the War Trade Board relative to the granting of licenses for the export of vegetable seeds. In order that this might be done intelligently and expeditiously, it seemed desirable at this time to ascertain facts as to the kinds and total quantities of vegetable seeds for which export licenses are desired. These facts will be considered in connection with information as to the available supplies and probable consumption, and can be used as a basis for advising the War Trade Board relative to granting export licenses. With this end in view

an inquiry has been made by the seed-reporting service as to the exports of vegetable seeds to Canada, our other allies, and neutral countries.

Complete figures have not yet been compiled from this inquiry, but it may be said that a large increase in exports over 1917 is contemplated this year by a number of concerns. This increase amounts in certain cases to five or six times the amount exported in 1917.

### ONIONS SAVE SOLDIERS' LIVES.

During the coming summer (Dec. to May) we are going to ask our readers to grow larger quantities of onions! The object of the request is to increase the quantities of this vegetable, so that more may be available to send to the troops in East Africa and other hot, trying climates.

A journalist friend, who called on us a few days ago when home on a few weeks' sick leave, told us that nothing under God's sun was of so much benefit to sick men. He is in the Medical Corps, and he says that

nothing would have such a stimulant effect as an onion, in fact he vows that he has seen an onion save a man's life, on more than one occasion.

Dried cabbage, he tells us, eats more or less like pieces of boiled paper—carrots are better, but not to be compared with an onion. The onion can be sent up fresh, i. e., it need not be dried or dehydrated. It is alive, and it gives life! We feel sure readers will welcome any suggestion whereby they may help to alleviate—if only in a small way—the hardships of our fighting men. They want onions, and the first step to getting onions to them is to have the bulbs to send.—*South African Gardening and Country Life.*

## CALLA LILIES

The Godfrey strong roots. . . . \$2.25 doz. \$17.50 per 100  
Aethiopica 6 to 8 inches circum. 2.50 doz. 22.50 per 100  
Aethiopica 3 to 4 inches circum. 1.50 doz. 10.00 per 100  
Freesia Purity  $\frac{5}{8}$  to  $\frac{3}{4}$  in. diam. \$1.00 per 100 \$7.50 per 1000  
Dutch and French Bulbs are now here. Send us your list of requirements for special quotations.

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Albany, N. Y.—The Rosery, 23 Steuben St.  
Bangor, Me.—Adam Sekenger, 32 New-  
bury St.

Boston—Thos. F. Galvin, 1 Park St.  
Boston—Penn the Florist, 124 Tremont St.  
Boston—Julius A. Zinn, 4 Park St.  
Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.  
Chicago—William J. Smyth, Michigan  
Ave. and 31st St.  
Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.

Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th  
St.

Cleveland, O.—The Smith & Feters Co.,  
735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643  
Broadway.

Detroit, Mich.—J. Breitmeyer's Sons,  
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Fall River, Mass.—Warburton, 495 New  
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New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison  
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New York—Dards, N. E. corner 44th St.  
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New York—G. E. M. Stumpp, 761 Fifth  
Ave.

New York—Thos. F. Galvin, Fifth Ave.,  
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Vanderbilt Hotel  
**BOSTON** 1 Park Street  
799 Boylston Street  
Deliveries to Steamers and all Eastern Points

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock, Regular discount to Trade.  
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1896 W. 25th St., Cleveland, O.  
Member Florists' Telegraph Delivery

**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.

**Retail Deliveries**  
to central Hudson River points, on  
Telegraphic Order.  
**WOOD BROS.**  
FISHKILL, N. Y.

**S. A. ANDERSON**  
440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
Member Florists' Telegraph Delivery

**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND,** Nahant, Mass.

**WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.  
St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

**NEW FLOWER STORES.**  
Galva, Ill.—Miss M. Short.  
Chicago, Ill.—Roy White, 2544 N.  
Clark St.

**NEWS NOTES.**  
Portland, Ore.—Thomas Ellingham's  
greenhouses have been purchased by  
John Young, who will remove them  
to his range at Yakima.

Fairport, N. Y.—George B. Hart has  
purchased the greenhouses and tract  
of seventeen acres of the estate of the  
late Frank P. O'Brien. The land will  
be used as trial grounds for Hart &  
Vick, Inc.

Westerly, R. I.—The greenhouse  
plant of S. J. Reuter & Son, contain-  
ing 250,000 sq ft. of glass and thou-  
sands of feet of piping, are to be dis-  
mantled, per order of Judge Herbert  
W. Rathbun, receiver.

**HESS & SWOBODA**  
**FLORISTS**  
Telephones 1501 and L 1532  
1415 Farnum St.  
**OMAHA, NEB.**

**THE F. T. D. FLORIST for**  
Elizabeth, N. J.  
**LEAHY'S**  
Best of Service 1169 E. Jersey St.

**H. F. A. LANGE**  
**WORCESTER, MASS.**  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
Association.

**EAST ORANGE, N. J.**  
**SMITH, The Florist**  
We deliver by automobile in East, West  
and South Orange, also Glen Ridge, Mont-  
clair, Bloomfield, Newark and New York.

**ST. LOUIS, MO.**  
**FRED C. WEBER**  
4326-28 Olive St.

Member Florists Telegraph Delivery Association  
NOTICE INITIALS. We have one store only

**THE J. M. GASSER COMPANY,**  
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Euclid Avenue

The Far-Famed Flowers of  
**TORONTO**  
Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.  
**JOHN H. DUNLOP**  
8-10 West Adelaide St. - TORONTO, ONT

ALBANY, N. Y.  
**EYRES**  
Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
106 STATE STREET, ALBANY, N. Y.

**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.  
**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.

**The Park Floral Co.**  
B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.  
Member Florists' Telegraph Delivery  
**DENVER, COLORADO**



**Quality and Reliability**  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



## YOUR ORDER FOR BEAUTIES

will be filled complete if you  
depend on us to supply you.  
The quality is the best and the  
price is right.

**THE LEO NIESSEN CO.**

1201 Race Street, PHILADELPHIA, PA.

## TRY Horticulture's Advertisers FIRST

Before Looking Elsewhere

Tell Them You Did So And  
They'll Reciprocate

### EDWARD REID WHOLESALE FLORIST

1619 - 21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

### CHARLES E. MEEHAN

Wholesale Cut Flowers  
Plants, Greens, etc.

5 So. Mole St., PHILADELPHIA, PA.

### GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

### E. G. HILL CO.

Wholesale Florists  
RICHMOND, IND.

Please mention Horticulture when writing.

### MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS  
Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

### ZECH & MANN

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Oct. 28		ST. LOUIS Oct. 28		PHILA. Oct. 28	
Roses						
Am Beauty, Special	30.00	to 50.00	30.00	to 40.00	40.00	to 50.00
" " Fancy and Extra	20.00	to 30.00	20.00	to 30.00	30.00	to 35.00
" " No. 1 and culls	8.00	to 10.00	10.00	to 15.00	20.00	to 25.00
Russell	8.00	to 10.00	5.00	to 25.00	10.00	to 30.00
Hadley	8.00	to 10.00	.....	to 8.00	to 25.00	
Mock, Key	8.00	to 10.00	.....	to 10.00	to 25.00	
Arenberg, Hoosier Beauty	8.00	to 10.00	5.00	to 10.00	8.00	to 20.00
Ward, Hillingdon	8.00	to 10.00	3.00	to 6.00	8.00	to 10.00
Killarney, Key, Taft	8.00	to 10.00	3.00	to 6.00	8.00	to 15.00
Ophelia, Sunburst	8.00	to 10.00	3.00	to 10.00	8.00	to 15.00
Carnations	2.50	to 6.00	4.00	to 6.00	5.00	to 6.00
Cattleyas	60.00	to 75.00	.....	to 100.00	40.00	to 50.00
Lilies, Longiflorum	20.00	to 25.00	15.00	to 25.00	25.00	to 30.00
Lilies, Speciosum	20.00	to 25.00	.....	to 25.00	.....	to 30.00
Lily of the Valley	8.00	to 12.00	9.00	to 8.00	.....	to 10.00
Snapdragon	6.00	to 10.00	4.00	to 6.00	.....	to 10.00
Violets	.75	to 1.00	40.00	to .75	.....	to .75
Dahlias	.....	to 2.00	2.00	to 10.00	.....	to 10.00
Calendula	1.00	to 2.00	2.00	to 3.00	4.00	to 5.00
Chrysanthemums	10.00	to 25.00	10.00	to 25.00	15.00	to 45.00
Gardenias	.....	to 1.00	.....	to 1.00	.....	to 1.00
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to 1.00
Smilax	.....	to 35.00	12.50	to 15.00	25.00	to 30.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 100.00	50.00	to 60.00

### WILLIAM F. KASTING Co. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

### J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

ROSES, VALLEY and  
CARNATIONS  
A Specialty

WHOLESALE  
GROWER of

CUT FLOWERS

### ROBERT DYSART

CERTIFIED PUBLIC ACCOUNTANT

Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . BOSTON  
Telephone Main 58

### Boston Floral Supply Co.

347-357 Cambridge St., Boston  
Headquarters for  
CYCLES, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
ceived one.

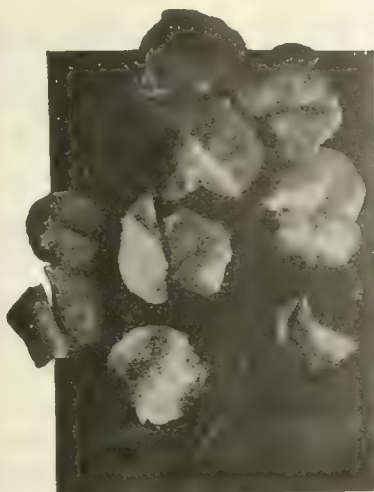
CUT FLOWER BOXES  
EDWARDS FOLDING BOX CO  
MANUFACTURERS  
PHILADELPHIA, PA.

## Flower Market Reports

While a few weeks ago **BOSTON** we were suffering from an epidemic which caused a situation unprecedented for this season of the year, for the past few days, we have also been up against a weather situation of such intense warmth that the supply of stock that has been received daily has been more than ample to meet any demand that has been made upon the market. Chrysanthemums have been flooding the market in their various varieties, but even with this apparent abundant supply prices hold well. Roses are also plentiful and are of excellent quality as also are carnations. Lilies still continue to be scarce while violets of the double variety are being received in larger quantities daily. Everyone seems to be satisfied with the situation, however, and are glad of the opportunity to gain a much needed rest.

In sharp contrast to **CHICAGO** conditions a few days ago, the market today has all and even more flowers than can be used to advantage. This has come by the swinging around of supply to overbalance demand and that was caused by the cutting down of the mainstay of the flower business—funeral trade. The prohibiting of public funerals and the inability to handle a large quantity of flowers at so many places each day was so apparent that orders dropped off. On the other hand, the time of the pompon chrysanthemum had arrived and thousands of these flowers were added to the large blooms of which there is now a big supply. Counters and ice boxes full and out-of-town orders are most welcome to help clear the stock, which is first class in every respect. Roses are also much more plentiful and there is a large variety to choose from. The popularity of Mrs. Russell does not show any signs of weakening. Columbia is being grown extensively but has yet to prove itself. Orchids and lily of the valley are in fair supply. Violets are rather slow in moving, many going to the waste barrel. Carnations are scarce but are not missed in the big supply of pompons. Calendulas are abundant and have made an uninterrupted run of a year, selling well all the time. There is a good supply of all kinds of green.

October 26 closed a **CLEVELAND** four weeks period which for feverish business activity stands unrivaled in the history of the trade. In all establishments, large and small, previous



## SWEET PEAS

This fall finds our growers with the finest crops and of the best quality Sweet Peas we've ever offered our customers this time of the year, mostly pinks (light and dark), whites, and a few other shades.

**\$1.00, \$1.50, \$2.00 per 100**

Pompon Chrysanthemums, Assorted Colors.

**\$4.00 to \$6.00 per doz. bunches**

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

**NEW YORK** **PHILADELPHIA** **BALTIMORE**  
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.  
WASHINGTON, 1216 H. St., N. W.

## WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS OF LY

	CINCINNATI Oct. 28		CHICAGO Oct. 28		BUFFALO Oct. 28		PITTSBURG Oct. 28	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	30.00	to 50.00	40.00	to 50.00
" " Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	15.00	to 30.00	30.00	to 35.00
" " No. 1 and culls.....	6.00	to 10.00	15.00	to 25.00	5.00	to 10.00	20.00	to 25.00
Russell.....	0.00	to 15.00	5.00	to 30.00	6.00	to 20.00	8.00	to 25.00
Hadley.....	0.00	to 12.00	15.00	to 20.00	6.00	to 10.00	8.00	to 15.00
Euler, Mock.....	0.00	to 12.00	15.00	to 20.00	6.00	to 10.00	8.00	to 15.00
Arenberg, Hoosier Beauty.....	5.00	to 8.00	15.00	to 20.00	6.00	to 15.00	8.00	to 15.00
Ward, Hillingdon.....	4.00	to 6.00	4.00	to 15.00	3.00	to 6.00	6.00	to 15.00
Killamey, Key, Taft.....	3.00	to 6.00	3.00	to 15.00	4.00	to 10.00	6.00	to 12.00
Ophelia, Sunburst.....	3.00	to 4.00	4.00	to 15.00	4.00	to 12.00	6.00	to 15.00
<b>Carnations</b> .....	2.00	to 3.00	4.00	to 8.00	2.00	to 6.00	4.00	to 6.00
<b>Cattleyas</b> .....	60.00	to 75.00	50.00	to 75.00	60.00	to 75.00	75.00	to 100.00
<b>Lilies, Longiflorum</b> .....	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
<b>Lilies, Speciosum</b> .....	.....	to .....	.....	to .....	4.00	to 10.00	.....	to .....
<b>Lily of the Valley</b> .....	.....	to 6.00	4.00	to 8.00	8.00	to 10.00	.....	to 10.00
<b>Snopdragon</b> .....	.....	to .....	4.00	to 6.00	3.00	to 5.00	4.00	to 8.00
<b>Violets</b> .....	.....	to .....	4.00	to 5.00	6.00	to 1.00	.....	to 1.00
<b>Dahlias</b> .....	4.00	to 5.00	.....	to .....	3.00	to 6.00	15.00	to 20.00
<b>Calendula</b> .....	.....	to .....	2.00	to 4.00	1.00	to 2.50	3.00	to 6.00
<b>Chrysanthemums</b> .....	.....	to .....	6.00	to 35.00	10.00	to 30.00	20.00	to 50.00
<b>Gardenias</b> .....	.....	to .....	.....	to .....	20.00	to 30.00	.....	to .....
<b>Adiantum</b> .....	.....	to 1.00	1.00	to 2.00	1.00	to 2.00	.....	to 2.00
<b>Smilax</b> .....	15.00	to 20.00	10.00	to 25.00	15.00	to 20.00	20.00	to .....
<b>Asparagus Plu. &amp; Spren. (100 Bhs.)</b>	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	60.00	to 75.00

records for the month of October are substantially distanced. The persistent call for flowers for funeral purposes due to the epidemic is the primary cause. The arrival of immense quantities of outdoor chrysanthemums as well as heavier receipts of greenhouse stock on the above date, put an end—temporarily at least—to the interval of acute shortage and high prices. Roses are increasing in supply, the prevailing prices being from 6c. to 20c., the medium and longer grades predominating. As little heat is being run in the carnation ranges, this popular "bread-and-butter" flower is being greatly retarded. The main crop of dahlias is over. The mild

weather has permitted the blooming of the late Lady Lennox cosmos, vast quantities of which are being offered. Choice lilies are fetching \$2.25 per dozen. Hudson River violets are arriving in good condition, and like the locally-grown single sorts, move readily. Green stocks from the south arrive tardily, not because of bad express service particularly, but because of the abnormal volume of business and the scarcity of labor. Home-grown asparagus and adiantum are now short and doubtless will remain so throughout the winter. Collections are better than usual and a larger volume of cash business is being transacted.

(Continued on page 447)



**H. E. FROMENT**

Wholesale Commission Florist  
Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

**WM. P. FORD**

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut.

Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**

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53 WEST 28th STREET NEW YORK CITY

Consignments Solicited

Phone Farragut 4336

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Wholesale Commission Dealer in

CHOICE CUT FLOWERS

133 West 28th Street, New York

Telephone—3532-2532 Madison Square

**RIEDEL & MEYER, Inc.**

Wholesale Commission

READY FOR BUSINESS

49 WEST 28th ST. NEW YORK.

**GEO. C. SIEBRECHT**

WHOLESALE FLORIST

109 WEST 28th ST

CONSIGNMENTS SOLICITED

PHONE { 608 } FARRAGUT NEW YORK  
609

**THE KERVAN CO**

Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies  
119 W. 28th St., - NEW YORK

**WILLIAM H. KUEBLER**

Brooklyn's Foremost and Best

WHOLESALE COMMISSION HOUSE

A First Class Market for all CUT FLOWERS

Willoughby St., Brooklyn, N. Y.

**M. C. FORD**

121 West 28th St., NEW YORK

FINE ROSES, FANCY CARNATIONS

A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

**P. J. SMITH**

WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
LARGEST GROWERS

A full line of Choice Cut Flower Stock for all purposes.

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**ALBANY CUT FLOWER EXCHANGE**

THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.  
WHOLESALE ONLY

SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US  
Prices Right. Consignments Solicited. Telephone Connection

**HENRY M. ROBINSON CO. OF NEW YORK**

WHOLESALE FLORISTS

55-57 West 26th Street

Telephones, 12-8510 Madison Square

Consignments Solicited

MAURICE L. GLASS, Treasurer

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Oct. 26 1918		First Part of Week beginning Oct. 28 1918	
American Beauty, Special .....	15.00	to 35.00	15.00	to 30.00
" " Fancy and Extra .....	10.00	to 15.00	8.00	to 12.00
" " No. 1 and culls .....	3.00	to 10.00	2.00	to 8.00
Russell .....	5.00	to 20.00	4.00	to 15.00
Hadley .....	3.00	to 15.00	4.00	to 12.00
Euler, Mock, Key .....	5.00	to 15.00	3.00	to 12.00
Arenberg, Hoosier Beauty .....	5.00	to 10.00	3.00	to 8.00
Ward, Hillingdon .....	3.00	to 8.00	2.00	to 6.00
Killarney, Taft .....	4.00	to 10.00	4.00	to 12.00
Ophelia, Sunburst .....	5.00	to 10.00	3.00	to 8.00
Carnations .....	3.00	to 6.00	2.00	to 4.00

**WE WANT MORE SHIPPERS**

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

**To the Florist Trade of America**

The Unprecedented Demand for Supplies of every kind, even with Our Efficient Organization and Extensive Warerooms, Taxes Us to the Limit to Fill our Daily Orders. If we cannot always supply all your wants on the moment don't get impatient. New goods are constantly arriving.

Send your orders early and we shall give every possible attention.

**H. Bayersdorfer & Co.** 1129 Arch Street  
PHILA., PA.

**REED & KELLER**

122 West 25th St., New York

**Florists' Supplies**

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**WILLIAM MACKIE**

WHOLESALE FLORIST

105 West 28th Street, NEW YORK

Consignments Solicited

TELEPHONE: FARRAGUT 780

## Flower Market Reports

(Continued from page 445)

Business continues CINCINNATI good but the supply has increased greatly and has made the market much easier than it was. Prices are fair, however, and shipping business holds up well. The chrysanthemum supply in all varieties has become heavy. Roses are fairly plentiful. Carnations are still somewhat short but since chrysanthemums have become plentiful the demand for carnations is weaker. Lilies are again in the market after being conspicuous, during the past fortnight, only for their absence. Both dahlias and cosmos are plentiful. A few sweet peas and single violets are coming in.

The market is now NEW YORK top heavy with stock of all kinds. Prices receded sharply Monday and by Tuesday was in bad shape with the added material coming in and a falling off of funeral work. Roses are not selling well at the reduced figures; in fact, they are hard to move at any price comparable with a few days ago. Carnations are accumulating and chrysanthemums are dragging. Large quantities of pompons are arriving, many of which are as fine as ever has been marketed, yet they move slowly. The warm, muggy weather no doubt has had its influence on business and has a most unfavorable effect on the quality of roses and carnations particularly. Cattleyas and cypripediums are meeting with slow sales. Violets show the effect of the warm weather. The limited number of longiflorum lilies in the market seems sufficient to meet the demand. Outdoor stock is still with us in plenty.

Prices have PHILADELPHIA eased up a little here and trading has become more normal. By the end of the week there were even a few surpluses in some lines. The weather has been mild and pleasant and this has kept the supply of outdoor flowers including dahlias and asters well to the front. The chrysanthemum is the leader, of course, and there is a splendid supply from little to big—all colors, all qualities and all prices.

## Wired Toothpicks

Manufactured by

**W. J. COWEE, Berlin, N. Y.**

10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.

**New York Business Is Good**  
**I NEED MORE FLOWERS.** Send your stock here and get the holiday prices now prevailing  
**HERMAN WEISS, 130 W. 28th St., New York**  
AGENT FOR CARILLO'S CATTLEYAS

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

TELEPHONES  
Farragut 167 and 3058

## NEW YORK QUOTATIONS PER 100. To Dealers Only

### MISCELLANEOUS

	Last Part of Week ending Oct. 26 1918		First Part of Week beginning Oct. 28 1918	
Cattleyas.....	20.00	to 40.00	20.00	to 35.00
Lilies, Longiflorum.....	12.00	to 15.00	10.00	to 15.00
Lilies, Speciosum.....	5.00	to 10.00	5.00	to 8.00
Lily of the Valley.....	4.00	to 6.00	4.00	to 6.00
Snapdragon.....	.....	.....	.....	.....
Violets.....	.35	to .50	.35	to .40
Asters.....	1.00	to 4.00	1.00	to 3.00
Dahlias.....	2.00	to 6.00	1.00	to 3.00
Calendula.....	1.00	to 2.00	1.00	to 2.00
Chrysanthemums.....	6.00	to 35.00	6.00	to 25.00
Grdenias.....	25.00	to 35.00	25.00	to 35.00
Adiantum.....	.50	to 1.00	.50	to .75
Smilax.....	10.00	to 15.00	10.00	to 12.00
Asparagus Plumosus, & Spreng. (100 bunches).....	16.00	to 25.00	15.00	to 25.00

Roses hold their own very well and there are enough for all demands. The higher grades remain about as last quoted but there has been a come down of quarter to half on the shorts. Carnations, as a rule, are fine as to size and substance, although still below normal as to stem. Orchids not quite so plentiful. Sweet peas getting better all the time and in good supply. The lighter colors seem to predominate so far.

The demand  
**ROCHESTER, N. Y.** for flowers  
for funeral

work continues to clean up everything that comes in and the market is in a harassed condition. The demand is far greater than the supply and growers who are cutting out-door stock are more than fortunate. There is a good supply of chrysanthemums. Roses are in fair supply and good violets are in fine condition and move easily. Carnations are still very scarce. Lilies are not plentiful and bring record prices.

New Britain, Conn.—Albert, son of Mrs. Volz of the Volz Floral Co., is now at Camp Devens, and Mrs. Volz has donned the rubber boots and tackled the watering and other greenhouse duties, and with one girl tending the store and one doing the flower deliveries, the usual efficiency is being maintained.

## During Recess

### Chicago Bowling.

The following scores were recorded at the games of the Chicago florists, Oct. 17 and 18:

#### Central Club, No. Chicago League.

	1st Game	2d Game	3d Game
Lorman.....	198	172	204
Wolf.....	190	160	160
Huebner.....	165	150	176
Martin.....	180	185	156
Price.....	150	190	223
Totals.....	883	858	919

#### Central Club, Kaads League.

	1st Game	2d Game	3d Game
Lorman.....	135	211	123
Lieberman.....	166	166	163
Huebner.....	151	146	198
Zech.....	148	179	160
Olsen.....	227	173	190
Totals.....	827	875	834

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## FERTILIZERS AND WAR SUBSTITUTES

Address by William P. Redd, Manager of the Grasselle Chemical Company, at Southern Nurserymen's Association, Birmingham, Ala.

The available supply of plant foods for agricultural uses during the war has given the government serious concern, as the government knew the extent of our resources in this field and to what extent they would be drawn upon to prosecute this war to a successful conclusion; while, on the other hand, the user of plant foods (or fertilizers) did not begin to realize to what extent these same plant foods would be consumed in the manufacture of explosives.

Of all the plant foods now known to science, there are none given as serious consideration as the three essentials—viz.: phosphate, nitrogen and potash, and our soils do not produce, successfully, many things where these three elements are not either present or supplied. It is also a well proven fact that the blending of these foods into one complete mixture before applying, in such proportions as each individual crop requires, is the most intelligent and profitable method of application; therefore, it may be concluded that the curtailment of either of the three essential plant foods is a serious handicap to soil production. I will, therefore, confine my remarks to the probable available supply of phosphate, nitrogen and potash during the continuation of this war, taking them in the order that I have named them.

### Phosphate.

The source from which we derive our phosphates in available, or soluble form, is mainly from acid phosphate, and acid phosphate is made from ground phosphate rock and sulphuric acid, mixed in approximately equal proportions; therefore, to produce a considerable quantity of acid phosphate, it requires an equal quantity of sulphuric acid—while, on the other hand, sulphuric acid is the basis of all explosives to be manufactured for prosecuting the war.

Up to the beginning of the war, in 1914, it is reliably reported that the fertilizer industry was consuming, annually, about two million tons of sulphuric acid, which would indicate that we were producing in the United States about four million tons of acid phosphate, or a tonnage equal to the entire amount of sulphuric acid produced for all purposes.

In 1917, it is reported that our annual production of sulphuric acid had

jumped from four million to seven million two hundred thousand tons, while our production of acid phosphate had been reduced from four million to approximately three million tons, showing that, not only have the increase of three million tons been consumed for war purposes, but that five hundred thousand tons of sulphuric acid had been consumed that would have otherwise gone into phosphate.

The above illustration is made to show the effect of the war upon the fertilizer industry in reducing the production of one of its most essential plant foods.

I haven't the time to go into the functions of phosphorus in plant growth; we all know of its indispensable value in crop growing. Whether our deductions have been made on the farm, by careful observation, or by scientific study, it is of enough importance and value to be given serious consideration by nations in the winning or the losing of the war; besides, the demand is here, and what we really want to know about is the supply.

It is extremely doubtful that the manufacturers can produce or get the sulphuric acid to make as much phosphate for next season as last. The government is taxing the manufacturer to the limit of his capacity for acid, while wishing him to make every available ton of fertilizer possible.

The government knows that fertilizers largely increase the food crops, and that the war cannot be won without food, but there is a limit to the capacity of the sulphuric acid plants, and especially so since the Spanish ore supply has been cut off.

### Nitrogen.

While phosphate, as a plant food, may be likened to bread for the human stomach, nitrogen (or ammonia) is the meat.

The Bible tells us that—"Man cannot live by bread alone." Neither can successful crop growing be done without nitrogen.

Nitrogen produces body, foliage and size, so that a stalk, or a tree, may be capable of bearing wholesome fruit, and, while its functions are different from phosphorus, it is equally essential, as with meat and bread for the human stomach. Because our crops are gathered and taken from the fields,

our old lands have very soon become lean in nitrogen, and, therefore, non-productive.

Barnyard manures are the best nitrogen builders of the soil, because of the nitrogen it contains; besides, it is full of bacteria, so essential to assimilation, but, unfortunately, so small an amount can be produced that it is necessary to turn to other sources for nitrogen.

The soluble or available forms of nitrogen that have been so extensively used by fertilizer manufacturers may be classified under three heads—animal, vegetable and mineral.

Of the animal ammoniates, tankage has furnished the largest part. Next, fish scrap and blood. A new use has been found for tankage within the last few years, which practically eliminates it as a fertilizer ingredient—viz.: it is now used as a cattle food.

Blood and fish scrap are produced in such small quantities that but little consideration can be given them as a source of supply.

The vegetable ammoniates have been largely used in the south—viz.: cotton seed meal, velvet, soya bean and peanut meal and ground tobacco stems, all of which carry both ammonia and potash in a highly available form. However, all of these products, excepting ground tobacco stems, have been recognized as such a valuable cattle and hog food that it is feared that within a short time they will also be eliminated as a source of ammonia for fertilizers and that the manufacturer will have to turn to the mineral sources of supply, such as cyanamid (or air nitrogen), nitrate of soda and sulphate of ammonia.

From the 1917 cotton crop but slightly in excess of two million tons of cotton seed meal were produced, which was marketed around \$49.50 per ton, with freight added. However, the demand for this meal as a cattle food was so great that but little was obtainable for use in fertilizers; therefore, the production of complete fertilizers was much reduced.

The quantity of meal available this season will depend upon the outcome of the present cotton crop. However, it is not anticipated at this time that the quantity will exceed last season.

### Mineral Ammoniates.

As before mentioned, the three available mineral ammoniates are—



sulphate of ammonia, cyanamid and nitrate of soda.

Sulphate of ammonia is a by-product from coke ovens, containing about 25% ammonia, in a highly available form, and has been used more extensively in Germany and England than any other ammoniate for years. It is now rapidly coming into use in the United States, but, as it is a most valuable explosive ingredient, the government has taken it entirely out of the market for use in fertilizers.

Nitrate of soda is, as you know, imported from Chile and practically all importations are consumed as war material.

Cyanamid (or air nitrogen) has been taken out of the market by the government, in that its production has been discontinued in changing the process to nitric acid.

#### Potash.

Potash, as a plant food, is one of the important and essentials, however, if our available supply of phosphates and nitrogen was sufficient, we would suffer less from the loss of potash than we would from either of the other two.

The potash in our soils is largely confined to the clay sub-soil, and by deep plowing and the use of the wood ashes that we can find we can get along with a much less quantity than formerly used with equally satisfactory results.

There are certain crops, however, such as potatoes, tomatoes, strawberries, watermelons, and a few others that should be fertilized with a material containing from 3% to 6% potash, to get good yields.

Cotton on low lands should have from 2% to 3% potash to prevent rust and all cotton and corn on sandy lands should be fertilized with a goods carrying not less than 2% potash.

We are all familiar with the fact that we have drawn our potash materials from Germany up to the beginning of the war, and we also know that the German potash on hand at the beginning of the war has been entirely used up; therefore, it has been necessary to turn to our home production, which has been very much stimulated by the increasing demand.

Plants have been put into operation in Nebraska, Utah and California, producing a very excellent grade of potash from the salt lakes of these states.

In 1916 35,739 short tons were produced, having a mean content of about 27% potash -K-2-0 and a total content of 9,720 short tons of potash K-2-0. This is almost exactly ten times the production quoted for 1915. Practi-

cally one-half of this quantity was produced from natural salts, or brines, while about 15% was produced from kelp, a sea-weed that is gathered on the coast of California. Little of the latter, however, goes into the eastern markets because of the fact that it is needed in California.

While our domestic potash is equally good in plant food value to the German potash, it is more expensive both to the manufacturer and consumer.

When the potash deliveries from Germany were uninterrupted, the manufacturer was enabled to sell potash in mixed fertilizers on a basis of \$1.00 per unit. However, the cost of production of the domestic potash is so much greater that it is necessary to obtain from \$6.00 to \$7.00 per unit to avoid sustaining a loss.

Much of the present production of potash is maintained by war prices, and cannot continue after these prices fall. Some of the projects may be permanent but, unfortunately, the output is yet small.

#### Summary.

In summing up the conditions that may be expected to obtain in the fertilizer industry, it can be said with almost certainty that there will be a great scarcity of plant foods while the war lasts.

There will be a scarcity of phosphate, because of the fact that the consumption of sulphuric acid is now reaching its maximum by the government.

There will be a scarcity of nitrogen, because of the fact that the mineral sources, such as sulphate of ammonia, cyanamid and nitrate of soda are being kept off of the market by the government for use in making explosives.

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There will be a scarcity of animal ammoniates for reasons stated in the earlier part of this article.

There will be a scarcity of cotton seed meal to supply ammonia in fertilizers, because of the rapid deterioration of the cotton crop within the last thirty days and the anticipated demand for that commodity for feeding purposes.

The use of all other materials, such as substitutes for the materials enumerated above, is limited to the very small quantities of these materials that are available—viz.: such as velvet bean, soya bean and peanut meal substitutes. These materials, also being food products for cattle and hogs, will be offered only in a limited way for fertilizing purposes and the chances are that the price per unit will be so high that they cannot be used in fertilizers.

#### TEN LITTLE U-BOATS

Ten little U-boats found a floating mine—  
One was too inquisitive and, and then there were nine.

Nine little U-boats full of cultured "hate;"  
One was rather too full, and so there were eight.

Eight little U-boats, off the coast of Devon,  
Roused a lively hornets' nest, and soon became seven.

Seven little U-boats, up to all the tricks,  
Came across a new one—then there were six.

Six little U-boats just about to dive,  
Didn't do it soon enough; the six became five.

Five little U-boats, sinking ships galore,  
Tried it on a t. b. d., and then there were four.

Four little U-boats put their helms a-lee.  
It should have been starboard, and so there were three.

Three little U-boats stealing through the blue  
Were spotted by a seaplane... survivors, two!

Two little U-boats nosing round for fun,  
Met a modern Captain Kettle—HE got one.

One little U-boat, thinking matters over,  
Signalled: "I'll come quietly! They took it in to Dover!" E. L. R.



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## FUEL PROBLEM VICISSITUDES.

From Wm. F. Gude, S. A. F. representative at Washington, we have received the two following communications:

U. S. Fuel Administration,  
Anthracite Committee,  
437 Chestnut Street,  
Philadelphia, Oct. 25, 1918.  
Circular No. 63

To Anthracite Producers and Distributors:

Gentlemen:—We have advice from Washington that until further notice florists who in the past have been restricted to fifty per cent. of their requirements of anthracite coal are permitted, where such florists consume a size of anthracite below No. 1 Buckwheat, to receive one hundred per cent. of the tonnage required for greenhouse purposes.

Yours very truly,

ANTHRACITE COMMITTEE,  
WM. T. GRIER, Secy.  
October 28th, 1918.

Mr. W. F. Gude,  
1214 F Street, N. W.,  
Washington, D. C.

Dear Sir:—Confirming our 'phone conversation of this morning I quote you circular issued by Delos W. Cooke, New York State Fuel Administrator:

"Please disregard all former instructions and be governed by the following:

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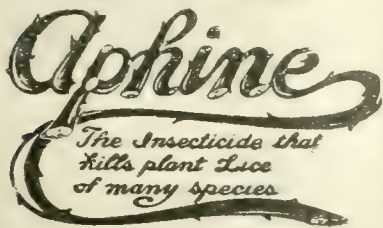
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(Signed) MORRIS W. MONTGOMERY.

Restricted Industries Section.

The following correspondence from Albany, N. Y., will doubtless prove interesting to our readers:

Albany, N. Y., Oct. 29, 1918.

HORTICULTURAL PUBLISHING CO.,

147 Summer St., Boston, Mass.

Gentlemen:

I am enclosing you herewith copy of circular relative to the coal supply for greenhouses, etc. This circular which takes florists to take in grades of anthracite coal smaller than buckwheat where the greenhouses are burning bituminous coal. This grade of coal will work exceptionally well. We are shipping anthracite screenings that contain about 60 per cent. Nos. 1, 2 and 3 buck, and have sold this to the very largest consumers in New England and it gives most excellent results.

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W. G. MORRIS.

By W. H. LYNCH.

October 26th, 1918.

To All State Fuel Administrators:

Until further notice State Fuel Administrators may permit florists to receive and burn bituminous coal, steam anthracite, or coke breeze without having such fuel apply on their fifty per cent. quota, as defined by the Fuel Administration curtailment order of April twenty-fourth, nineteen eighteen, whenever there is a surplus of such fuel which in the opinion of the State Administrator can be spared for such purpose.

H. A. GARFIELD.

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Vol. XXVIII

NOVEMBER 9, 1918

No. 19

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"There is a simple panacea that holds inexplicable relief and power to sooth, that can lift thoughts back to hours of pleasure and arouse poignant memories. Not a man living but has been transported to fields and gardens of childhood by the sight and scent of a flower, and resting there has felt again the blessed safety of the surrounding walls of home.

"A secretary of the Red Cross, asked recently whether he considered flowers helpful to the recovery of a sick soldier, answered briefly, 'To every man a flower is always home.'

"Doctors in charge of these wounded boys say, 'Flowers are more valuable than tonic, especially when homesickness is added to all the other troubles. The men crave them and are more appreciative of them than of cigarettes and delicacies.' These statements remove the appeal we make to a higher plane than that of mere emotion and render a new form of service not only desirable but advisable.

"At the beginning of the war, the hasty cry arose among garden club members 'Let us abandon flower gardens and greenhouses. War is stern and deals not with such beautiful trifles. War is costly and we need guns and food.' Many a patriotic flower-lover has with natural regret admitted that this was true.

"But it is not all the truth. Of late saner thoughts and wider knowledge are leading us to a different conclusion and we are now authorized as flower lovers and producers to substitute practical service for unnecessary

sacrifice. Our maturer decision should be, 'Here I have an asset, a possession of definite use to my country. Because war is stern, I will find a way to mitigate even in slight measure its evil effects. Because war is costly I will aid in bringing health and hope to at least one of those whom war has wasted and thrown aside.'

"Every community, club, and individual to which this patriotic service is possible must work out a practical plan to satisfy the increasing demand. For as the months pass and hospitals multiply, the tragic misery that follows in the wake of war is coming nearer home.

"And when the gray winter shuts down on those who have returned and will return from that grim battle front, shall not some of us be ready with the flowers that 'stand for home,' that speak of hope and give assurance of the common life of peace to which in God's good time we and they shall day by day awake?"

## FLORISTS' EMPLOYEES AND THE DRAFT

Editor HORTICULTURE:

Dear Sir: You will remember my letter under date of Sept. 10th, 1918, giving my interview with General Crowder and his statement that florists should not be unduly exercised about being drafted into war work.

On last Sunday I received a special delivery letter enclosing a half-page from a daily newspaper, with the statement that all persons in the florist business from 18 to 65 should either quit their jobs at once or be drafted into military service.

On receipt of this I immediately arranged an audience with the War Industries Board, Priority Division, for Monday, October 28th at 2 p. m., at which I presented the letter from Denver, with newspaper clipping.

After a very pleasant conference at which I stated that my mission was not to obstruct war industry but to conserve the florist industry as well as every other industry as much as possible while the war was going on, they told me that I should have a written communication the next day. Therefore I am enclosing you the official communication of the War Industries Board which I trust you will print

in full and which should reassure all florists.

Always willing to serve I remain,

WM. F. GUDE,

To W. F. Gude, 1214 F Street, N. W., Washington, D. C.

Subject: Florists' Labor.

1. You have called our attention to a letter dated October 24th addressed to you from Davis & Whitney, attorneys at Law, Denver.

2. This letter states among other things in substance that a United States Employment Service agent in Denver has stated to men who are working as florists that unless they absolutely quit their jobs before November 1 they will be inducted into the military service immediately; further that this covers every man between the ages of 18 to 56.

3. If an employment agent made such a statement we think it was unauthorized. The fact that a man is employed in a florists' establishment would not in all probability entitle him to consideration for deferred classification on industrial grounds, but such a man, provided he is not a clerk in a florist's store, is not engaged in a non-productive occupation within the

meaning of General Crowder's present "work or fight" order and would not lose his right to deferred classification on dependency grounds or his order number and be inducted into service because he chose to remain in his employment. This is in accordance with the present law and regulations.

4. You will understand that this does not apply to a clerk in a florist's store who comes within the "work or fight" order.

5. You will agree with us that the florist business is among the less essential businesses. The need for most effectively utilizing the man power of the country in the present emergency demands that so far as possible able-bodied men should be either in the service or in some war industry and it is perfectly proper that such men should be encouraged by the Employment Service or by anyone else to get into a war industry. It is not, however, as we have said, proper to use as a means of compulsion a statement which is not justified.

(Signed) A. W. CLAPP,  
Chief of Labor Section, Priorities Division.  
Oct. 31, 1918.



# HORTICULTURE

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NO. 19

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### A changed exterior

HORTICULTURE in this issue presents a changed appearance externally, the familiar pictorial adornment of the title page having given place to advertising matter for the time being. Owing to the restrictions imposed by the Paper & Pulp Division of the War Industries Board, the weight and quality of paper which we have pledged to use at present and for an indefinite time to come is not very suitable for half-

tone production of the quality which HORTICULTURE would like to present. Results are frequently very disappointing and we have consequently reluctantly decided to make the change which this issue inaugurates and the front page will from now on and until further notice be devoted to business publicity.

### F. T. D. drawbacks

The addition of a line in his advertisement by one of our New York City retail advertisers, placing a minimum value on orders which he is willing to accept for local delivery, is interesting and, on investigation, significant as to the special difficulties and restrictions in doing such business in large communities. We questioned the advertiser regarding it and the information elicited makes it plain that, especially in flower-famine times, delivery of flower orders of small amount in the metropolis is usually accomplished at a loss. The distances of a large part of the residential sections of such communities as New York and Brooklyn from the business section and the expense incurred in delivery are such as the florist in the average small city or town can have but little conception of. The cost of the flowers, boxing, packing, messenger's time and car fares, billing, and finally the exchange on payment check less twenty per cent of an order for a couple of dollars or even less, as is often received, in the aggregate make the transaction a losing game and, as such, one cannot much blame an advertiser for protesting, when the facts are known. Perhaps the remedy for such metropolitan troubles may yet be found in some plan of zoning large communities. If there be a remedy, depend upon it the F. T. D. will eventually find it.

### Fuel considerations

There is a rift in the clouds, through which the light begins to shine, in the welcome indications of abatement in the rules as heretofore promulgated regarding the use of coal for greenhouse purposes. It is too late presumably for the great majority of our plant and flower growers to take advantage in a practical way for this season of any abatement of the pressure in fuel conservation but the news will undoubtedly be a great relief to many anxious ones. Not many of the greenhouse men in this vicinity have their equipment in such shape as to take advantage of the additional 50 per cent allowance of fine anthracite but a change of heating apparatus to suit the occasion would be neither very difficult nor burdensome as to cost for many places and no doubt the necessary outfit will be installed. The outlook for business in the coming season is certainly sufficiently alluring to make such constructive enterprise worth while. One good effect, as it appears to us, of the coal restriction, is the promise of a quality of flowers such as have never been produced heretofore for the winter flower trade. There are but few subjects but what can be produced sturdier and more acceptable to the trade as well as the final consumer, because of their better staying qualities when grown at a minimum temperature. When we hear the foliage and flowers of roses or carnations, for instance, rattle in the handling as though they were made of metal or glass, we all know what that means and if, perchance, we are buyers we are usually very willing to pay a better price for such goods.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

Thoreau is quoted as saying, "Most men lead lives of quiet desperation."

To get the public mind concentrated upon flowers, especially in these troublous times, is hard indeed for an individual to attempt, in fact, nothing but a desperate effort would be rewarded with success.

One of the ideas back of our publicity campaign was to make an organized effort to do this very thing, in order that the florists might cut this desperation out of their business lives and enjoy a better demand for plants and flowers, and who shall say our committees have not succeeded?

Through our magazine advertising very many thousands of people have turned their minds to flowers as mediums for the expression of sentiment under various conditions. Every mail brings to this office numbers of letters from all parts of the country requesting copies of our little booklet "Say it with Flowers," and information in regard to filling orders in distant cities. This result is very gratifying to us, even though representing but a fraction of the interest which is aroused by the publicity our fund provides.

Our slogan has even had expression on the stage. We are informed that recently in a vaudeville performance, during a pause in a dual song and dance act where, according to custom, a little banter passes between the partners, the male of the duet made a stammering protestation of love to the female, whereupon the latter said, "Oh! Cut it out and say it with flowers." This brought a hearty laugh from the audience, which it is quite fair to assume recognized the slogan.

Gradually, but irresistibly our slogan is taking hold. Any florist who is not giving it a personal push is making a mistake. Our Promotion Bureau is providing the means for a push through the dealers' aids service. The beautiful glass sign displayed in any store window says "Say it with Flowers" all day long, and every day. If this sign, at two dollars, is considered an extravagance then there is the decalcomanie sign, supplied in units of four, in sizes for windows and door panels, at one dollar the unit. Our Bureau has supplied hundreds of these transfer signs, but ought to place yet ten times the number. There are "Stickers," in

three sizes, suitable for affixing to envelopes, boxes, express packages, and the like, the use of which connect the slogan to an individual establishment. Our lantern slides for use in the moving picture houses are works of art at chromo prices. Our electrotype service, comprising newspaper plates featuring the magazine advertisements are extremely effective when used in local newspapers, as tending to connect a local store with the advertisements in the ten magazines. The slogan is prominent throughout.

All these present a chance for noisy demonstration which will go a long way to obviate the necessity for quiet desperation, and promote that healthful activity which is essential to prosperity.

We are still waiting to hear from a surprisingly large number of florists who have not yet contributed to the fund. Every dollar so far contributed has been applied to the work, and about \$5,000 more is required to complete the plans made for the year. This is not a large sum, and surely should be forthcoming.

JOHN YOUNG, Secy.

1170 Broadway, New York.

## LIST OF CAMPS AND FORTS WHERE FLOWERS MAY BE SENT.

We publish herewith for the convenience of florists who may be called upon to send flowers to soldiers in camp, the following partial list of camps in various parts of the country:

Ft. Adams, Newport, R. I.; Ft. Andrews, Boston, Mass.; Ft. Banks, Boston, Mass.; Ft. Constitution, Portsmouth, N. H.; Camp Devens, Ayer, Mass.; Ft. Ethan Allen, Burlington, Vt.; Ft. Preble, Portland, Me.; Ft. Revere, Revere, Mass.; Ft. Standish, Boston, Mass.; Ft. Strong, Boston, Mass.; Ft. Warren, Boston, Mass. (Long Wharf); Aviation S. D., Garden City, L. I., N. Y.; Camp Crane, Allentown, Pa.; Camp Dix, Wrightstown, N. J.; Ft. Hamilton, N. Y.; Ft. Hancock, N. Y.; Ft. Jay, N. Y.; Camp Merritt, Dumont, N. J.; Camp Mills, Garden City, L. I., N. Y.; Ft. Niagara, N. Y.; Ft. Slocum, N. Y.; Syracuse Recruiting Camp, Syracuse, N. Y.; Fort Totten, N. Y.; Camp Upton, Yaphank, L. I., N. Y.; Ft. Wright and Terry, N. Y.; Aberdeen Proving Grounds, Aberdeen, Md.; Edgewood Arsenal, Aberdeen, Md.; Camp Holabird, Baltimore, Md.; Camp Humphreys, Accotink, Washington, Va.; Camp Lee, Petersburg, Va.; Camp Meade, Admiral, Md.; Ft.

Monroe, Old Point Comfort, Va.; Augusta Arsenal, Augusta, Ga.; Carlstrom Field, Arcadia, Fla.; Ft. Caswell, N. C.; Ft. Dade and Deerfield, Arcadia, Fla.; Camp Forrest, Ga.; General Hospital, 12 Biltmore, N. C.; General Hospital, 18 Winesville, N. C.; Camp Gordon, Chamblee, Atlanta, Ga.; Camp Greene, Charlotte, N. C.; Camp Hancock, Wheeling, Augusta, Ga.; Camp Jackson, Columbia, S. C.; Camp Jesup, Ga.; Camp Joseph E. Johnston, Yukon, Jacksonville, Fla.; Key West Barracks, Key West, Fla.; Camp McClellan, Anniston, Ala.; Ft. McPherson, Atlanta, Ga.; Ft. Moultrie, S. C.; Camp Sevier, Paris, Greenville, S. C.; Ft. Screven, Ga.; Camp Sheridan, Vandiver Park, Montgomery, Ala.; Southers Field, Americus, Ga.; Taylor Field, Pike Road, Ala.; Camp Wadsworth, Calvert, Spartanburg, S. C.; Camp Wheeler, Macon, Ga.; Columbus Barracks, O.; Camp Custer, Battle Creek, Mich.; Camp Grant, Rockford, Ill.; Ft. Harrison, Indianapolis, Ind.; S. C. A. Mechanical Training Camp, St. Paul, Minn.; Camp Perry, Port Clinton, O.; Camp Sherman, Chillicothe, O.; Ft. Sheridan, Chicago, Ill.; Wilbur Wright Field, Dayton, O.; Camp Dodge, Des Moines, Ia.; Ft. Crooks, Neb.; Ft. Des Moines, Des Moines, Ia.; Ft. Douglas, Utah; Ft. Logan, Colo.; Ft. Omaha, Omaha, Neb.; Ft. D. A. Russell, Wyoming; Artillery Training Center, Fort Sill, Okla.; Eberts Field, Lonoke, Ark.; Camp Funston, Ft. Riley, Kan.; Jefferson Barracks, St. Louis, Mo.; Ft. Leavenworth and U. S. Disciple Barracks, Leavenworth, Kan.; Ft. Logan H. Root, Little Rock, Ark.; Camp Pike, Little Rock, Ark.; Park Field, Millington, Tenn.; Ft. Reno, Okla.; Ft. Riley, Kan.; Scott Field, Belleville, Ill.; Camp Taylor,

Dumesnil, Louisville, Ky.; Camp Beauregard, Alexandria, La.; Camp Shelby, Hattiesburg, Miss.; Camp Bowie, Ft. Worth, Tex.; Brooks Field, San Antonio, Tex.; Brownsville, Tex.; Call Field, Wichita Falls, Tex.; Ft. Clark, Tex.; Corpus Christie, Tex.; Del Rio, Tex.; Eagle Pass, Tex.; John Wise, Tex.; Kelley Field, San Antonio, Tex.; Camp Logan, Houston, Tex.; Camp MacArthur, Waco, Tex.; Ft. McIntosh, Laredo, Tex.; Headquarters Ft. Sam Houston, Tex.; Depot Quartermaster, San Antonio, Tex.; Camp Stanley, Leon Springs, Tex.

## EXHIBITION AT PROVIDENCE.

The Rhode Island Horticultural Society, Providence Chamber of Commerce and Providence Market Gardeners' Association co-operating, will hold an exhibition in the ball room of the Narragansett Hotel, Providence, Thursday and Friday, November 14 and 15. There are classes in the schedule for professional, commercial and amateur growers, also for children, and premiums are offered in 184 classes for flowers, fruit and vegetables.



### CHRYSANTHEMUMS AT THE DEPARTMENT OF AGRICULTURE.

For the first time in the sixteen years since it was established, the annual Chrysanthemum Show of the United States Department of Agriculture has been held under lock and key. Owing to the ban laid upon public meetings by the health authorities in their campaign against the influenza epidemic, the Superintendent of the Bureau of Plant Industry greenhouses, has been unable to throw the department's Chrysanthemum Exhibit open to the public, and thus thousands of Washington people who have been accustomed to seeing the show year after year have been forced to forego viewing one of the most attractive floral displays ever staged by the department. Only a limited number of persons in official circles have been privileged to see the massed display though many will have opportunity to see individual blooms from the collection, since by direction of the Secretary of Agriculture, the superintendent is systematically cutting hundreds of magnificent seedlings and sending them to the sick and wounded soldiers in the military hospitals in and about Washington.

A dozen or more new varieties are featured in this year's show. Among these the center of attraction is a great snow-white seedling that has been named for Mrs. Woodrow Wilson. This bloom has many of the characteristics of the well established favorite "Queen Mary," and the "Mrs. Woodrow Wilson" bids fair to become a standard commercial variety.

As was the case with last year's show, when the "General Pershing" was among the leading attractions, the military note is very much in the ascendency in the nomenclature of the specimens on exhibition. "Marshal Foch" leads the military delegation, a very striking Japanese seedling of a deep wine color. "Lieutenant-General Liggett," named in honor of the American officer who led in the offensive that wiped out the St. Mehiel salient, is an enormous bloom, red with gold reverse, the largest produced by the department greenhouses this season. Another red and gold seedling has been named for "Admiral Sims," sailors from English, French, and American ships participating in the christening. Beautiful examples of the "General Pershing" and the "General Kuhn" of last year's creation, and of the older "Marshal Joffre," were among the blooms on view that bore the names of military or naval heroes.

Three magnificent blooms, each red



CHRYSANTHEMUMS AT THE DEPARTMENT OF AGRICULTURE.

with gold reverse, but each differing from the others in detail, represented the rank and file of the American army in the display. They were named for "Corporal James S. Enright," and "Privates James Bethel Gresham and Merle D. Hay," the immortal three who were the first of many thousand American soldiers to give their lives for freedom on French soil.

Among other new varieties of more or less special interest may be mentioned the "Mme. Jusserand," a peach blossom pink named in honor of the wife of the French Ambassador; the "Mrs. Asbury F. Lever," iridescent pink, in honor of the wife of the chairman of the House Committee of Agriculture; the "Helen Houston," pom-pom seedling, in honor of the daughter of the Secretary of Agriculture; the "Mrs. Helen P. Taylor," white pom-pom, tinged with pink, in honor of the wife of the Chief of the Bureau of Plant Industry, the "Mrs. Karl F. Kellerman," brick red with gold reverse, in honor of the wife of the Assistant Chief of the Bureau; and the "Mrs. Holbrook Blinn," variegated pink pom-pom, in honor of the wife of the well known actor, now touring with Blanche Bates in the war play "Get Together."

In answer to the request of the managers of the Brooklyn Botanical Garden for an increase of nearly \$11,000 over the appropriation of last year for the maintenance of that institution, the Board of Estimate has cut down the amount from \$53,329, given for 1918, to \$48,000 for the year 1919.

### HARDY CHRYSANTHEMUMS AT MADISON.

One cannot speak of chrysanthemums now without instinctively thinking of Totty. Chrysanthemums are far from being C. H. Totty's only hobby but a visit to his place at this time of the year shows that the queen of Autumn holds a high place in his affections.

While the big popular show varieties still retain their prominence in his lists, especial consideration is given to several other sections which have come prominently into notice within the past few years, such as the hardy pompons, the so-called "single" earlies and anemone-flowered. The large flowered race of pompons have received increasing attention and have been developed particularly in the direction of more cheerful colors and greater purity of tone. Some of the varieties showing greatest improvement are from abroad and others, equally advanced, are seedlings raised by Mr. Totty. Of those achieving the greatest popularity we might name Connie Dick, yellow, Capt. Z. W. Cook, deep pink, Lilian Doty, pink, Little Gem, white, and White Doty. Among these pompons are some that are seedlings raised by E. M. Byrnes of the Department of Agriculture at Washington. Capt. Cook is one of these; Thelma, dark crimson, Rena, purple, and Mrs. Nellie Klanis, a symmetrical pink, are others, but many are still under number. There is a great variety in color and altogether the future of this set is very promising.

The "singles" are not exactly single flowered, for they have about three



rows of petals, as it has been found that the blooms with but one row do not keep or pack well. They are very brilliant and make a gorgeous show. They are perhaps not so dependable as the sturdy pompons for garden planting, but some planters have had excellent success with them. They are all very superior as to foliage. Supreme, one of last year's importations from England, is a glorious crimson. Rose Walker, a bronze with gradation to yellow at the base of the petals, is very striking. Gladys Duckham is a fine white. Bronze Buckingham is a fine white. Bronze Buckingham, which originated with E. W. Fingar, at Irvington, N. J., stands in the front rank as a commercial flower. Many are still under number, for the standard is now set so high that it is wise to go slow on naming. It is no exaggeration to say that Totty "has the world beat" on this gayly colored class of chrysanthemums.

When inspecting these chrysanthemums, we took opportunity for a glance at the houses of E. G. Hill's two new rose introductions—Columbia and Premier. As our readers probably know, the former is Ophelia × Mrs. Shawyer and the latter Ophelia × Mrs. Russell. Both stand in the first rank as commercial roses. Premier is a deeper pink in color and perhaps has the best of it in foliage, but growing in adjoining beds in the same house they are equally objects of luxuriant growth and bloom, and one would be well satisfied with either "were t'other fair charmer away." Mr. Hill has something to be very proud of in these two roses.

FLOWERS AND VEGETABLES FOR FRENCH WOUNDED.

During the summer months several Virginia garden clubs have sold flowers, fruits, and other produce, and contributed their profits to the American Fund for the French Wounded. A hall in the local market building was hired in one town and the different members have alternated in selling from it. A small curb market was utilized in another place. In each nearly all of the products were donated by florists' and others, but sometimes half of the price has been returned to the donor and the rest kept for the fund. The home demonstration agent has had the planning and general oversight.

The December number of the Garden Magazine, of which Leonard Barron is editor, will be a "Christmas and Say-it-with-Flowers" number working in concert with the S. A. F. movement to make flowers more popular everywhere.

Are You Well Prepared for the Winter, Mr. Florist?

BOXES

Size	Per 100	Size	Per 100
18x5x3.....	\$3.10	28x8x5.....	\$7.20
21x5x3½.....	3.70	30x8x5.....	8.45
24x5x3½.....	4.25	36x8x5.....	10.70
28x5x3½.....	4.95	30x12x6.....	12.40
21x8x5.....	5.75	36x12x6.....	14.95
30x5x3½.....	6.10	36x14x6.....	16.30
24x8x5.....	6.55		

Bouquet Boxes

Size	Per 100
19x9x8 .....	\$9.40

Wreath Boxes

16x16x5.....	\$8.25	20x20x6.....	\$11.65
16x16x7.....	10.15	20x20x9.....	15.30
18x18x6.....	10.75	22x22x6.....	14.25
18x18x8.....	12.10	23x22x9.....	18.10

Printing free on orders of 300 or more. Small quantities, \$1.25 per 1000. Bronze Ink, \$3.00.

We guarantee that our prices are lower than any of our competitors. Why? We are large manufacturers and sell direct, eliminating the jobbers' profit. Give us a trial and be convinced.

CYCAS

Size	Per 100	Size	Per 100	Size	Per 100
8x12.....	\$2.90	24x28.....	7.45	36x40.....	10.35
12x16.....	3.60	28x32.....	8.55	40x44.....	11.05
16x20.....	4.75	32x36.....	9.00	44x48.....	11.70
20x24.....	5.85				

These leaves are prepared in our own factory. They are flexible, do not mould, and are of a fine color. Cycas are very scarce, and we have been fortunate to have some on hand. War conditions make it impossible at the present time to get raw stock. On this account, Cycas Leaves in the future will be very scarce, and the price must rise accordingly. Take advantage of our low prices, while we have some on hand.

Save 20% on your Baskets

We are Headquarters for Baskets and Window Boxes. Try our Line Listed Below, at this Special Price Reduction

25 Tumbler Baskets, two tone, with waterproof line..	\$7.75	2 Pot Covers with handles..	
12 Pot Baskets, with handles, two tone effects, waterproof liners, sizes 6-10 in., a very satisfactory assortment .....	\$10.80	3 Tumblers .....	
		3 Princess Baskets.....	\$7.00
		1 Long Stem Flower Basket	
		3 Cut Flower Baskets.....	

ALL WITH WATERPROOF LINERS

We have suggested to a large number of our customers to allow us to send them a trial order amounting to ten or twenty dollars. In this way we have made many satisfied customers. Remember, if the goods are not entirely satisfactory, send them back at our expense.

WAX FLOWERS

Mr. Florist:—Why don't you do the same as other successful florists are doing? Work in artificial Roses, Carnations, Sweet Peas, Callas, Easter Lilies, etc., along with your natural flowers in your floral pieces. No one can tell the difference between our artificial flowers and the natural when worked in together. We have spent a fortune in perfecting our artificial flowers so that they will look like the natural. For your own sake, just give us a trial order amounting to \$10.00 or \$15.00. If the goods are not to your liking, return them at our expense. In these times of war, the best florists are using these flowers on account of the scarcity and high prices of natural flowers.

We Are Direct Manufacturers of

CYCAS, BASKETS, WAX FLOWERS, WAX DESIGNS, MAGNOLIA WREATHS, SPRAYS, SPECIAL FLORAL PIECES, and WIRE FRAMES

We carry a full line of FLORISTS' SUPPLIES

Prices will certainly not be any lower than they are now. Therefore, stock up now for your winter needs and save considerable money.

BOSTON FLORAL SUPPLY CO.  
347-49-51-53-55-57 Cambridge St., BOSTON, MASS.

Prices subject to change without notice



## CLUBS AND SOCIETIES

### CHRYSANTHEMUM SOCIETY OF AMERICA.

Your Secretary begs to report his work for the past year as follows:—

At the annual meeting held in Cleveland, Ohio, November 8, 1917, the invitation of the Pittsburgh Gardeners' and Florists' Club, the Sewickley Horticultural Society and the Western Pennsylvania Horticultural Society to hold the C. S. A. 1918 meeting and exhibition in conjunction with their 1918 Flower Show was accepted. After arranging for a number of special prizes for the exhibition, your Secretary received a letter from the Secretary of the Pittsburgh Gardeners' and Florists' Club stating that owing to the unsettled conditions of the country it was thought best not to hold a Flower Show until the conditions became normal again. Then they would be pleased to again extend the C. S. A. an invitation to meet at Pittsburgh.

Your Secretary took the matter up with President Wm. W. Vert, who made arrangements with the American Institute for the 1918 meeting and exhibition. A second letter to the firms and individuals offering the special prizes brought a responsive sanction for all the prizes to be transferred to the present exhibition. Your Secretary appreciates on behalf of the C. S. A. the kindness of those whose generosity makes the list of special prizes possible.

As instructed at the last annual meeting your Secretary had 20,000 applications for membership forms printed and sent to the leading chrysanthemum growers for insertion in their 1918 catalogue. So far the gain in new members has scarcely paid for the outlay.

The general outlook for the chrysanthemum is very satisfactory. Not for many years has the demand for cut blooms been as heavy as this season. The pompons and single varieties are also being called for in larger quantities.

The routine work of the Secretary's office consisting of sending out statements to the members, recording the varieties disseminated, getting out the report of the Sixteenth Annual Meeting and the solicitation of special premiums was attended to in due season.

Your Secretary wishes to acknowledge the kindness of Mr. Elmer D.

Smith in furnishing him with a complete list of varieties disseminated in 1917, which was a great help in getting up the annual report.

The trade papers very generously published all notices sent to them from time to time during the year for which we owe to them a vote of thanks.

#### Report of Committees

The following report of new chrysanthemums exhibited has been submitted by the committees appointed by the society.

At Cincinnati, Oct. 19, by Elmer D. Smith & Co., Adrian, Mich; Walda, white, pompon, points ex. 90; Lulali, pink, pompon, points ex. 86.

At New York, Oct. 26, by Rodman & Sons, Brooklyn, N. Y.; seedling No. 4, bronze rose tints, Jap., points com. 82. By Wm. Whitton, Flagler est., Greenwich, Conn.; Greenwich, magenta, large flowered single, points com. 85; Alex Clarke, dark magenta, large flowered single, points com. 85. By E. G. Hill Co., Richmond, Md., Delight, pink, Jap reflex, points ex. 92. Oct. 30, by Alex. Robertson, ward, E. H. Wells, Montclair, N. J., Mrs. Edwin H. Bennett, pink, white center, single, points com. 85.

At Chicago, Oct. 26, by Mount Greenwood Cemetery Association, Morgan Park, Chicago, seedling No. 20, white, Jap., points com. 92; seedling No. 28, bronze, points com. 88. By Elmer D. Smith & Co., Adrian, Mich., Duray, maroon, pompon, points ex. 91; Vasco, yellow, pompon, points ex. 91.

CHARLES W. JOHNSON, Secy.

### MASSACHUSETTS HORTICULTURAL SOCIETY.

President R. M. Saltonstall has addressed the following important notice to members of the organization:

"The President and Trustees of the Massachusetts Horticultural Society are so strongly impressed with the importance of its work that they feel that its membership should be materially strengthened at this time.

"The Society has taken a strong stand this year in the way of various forms of war relief work. It has given the use of its building for this purpose and also the receipts of its exhibitions throughout the year.

"In order to attain even a greater efficiency in its work it is desirable to add to the list of members and the co-operation of all persons interested

in horticulture is most earnestly desired.

"At the beginning of the current year we had 979 members. Up to this date we have lost 23 members, chiefly by death, and have added but 12 new members. We ought at least to end the year with a membership as large as at the beginning.

"Will not each member of the Society endeavor to secure one new member within the next few weeks and notify the Secretary who will promptly forward proposal blanks containing full information as to terms and privileges of membership. Please give this matter your prompt and earnest attention.

"RICHARD M. SALTONSTALL, Pres."

The Annual Meeting of the Massachusetts Horticultural Society for the year 1918 will be held at Horticultural Hall, at 12 o'clock, noon, on Saturday, November 16.

The business of the meeting will be the election of a President for one year, a Vice-President for two years, four Trustees for three years, and a Nominating Committee of five members.

Also the transaction of such other business as may be legally presented.

The voting will be by Australian ballot and the polls will be open continuously between the hours of twelve, noon, and three in the afternoon.

The following amendment to the By-Laws of the Society, duly proposed and recommended by the Board of Trustees, will be presented for the approval of the members.

That Section IX, Clause (7) which reads:

They shall arrange for six or more exhibitions of flowers, plants, fruits, and vegetables in each year, and shall have the entire charge of all arrangements for conducting the same. Such exhibitions may be arranged for by them not more than three years in advance and shall be announced each year at the annual meeting of the Society.

Be amended so as to read:

They shall arrange for such exhibitions of flowers, plants, fruits, and vegetables in each year as they may deem desirable, and shall have the entire charge of all arrangements for conducting the same. Such exhibitions may be arranged for by them not more than three years in advance and shall be announced each year at the annual meeting of the Society. They may also adopt such other methods for promoting the interest in horticulture as they may deem advisable.

WILLIAM P. RICH, Secy.

We have received a notice from Howard M. Earl, formerly with W. Atlee Burpee, Philadelphia, announcing that that he is now associated with F. W. Bolgiano & Co., Inc., Washington, D. C.



## FRENCH APPRECIATION.



Although France is familiar with colored troops from its own African colonies, it was a unique experience for them to see colored troops in Uncle Sam's khaki. In the above picture is shown one of the first colored "Yanks" to land in France. He has been presented with an immense bouquet as a mark of French appreciation.

## NASSAU COUNTY HORTICULTURAL SOCIETY.

The Annual Chrysanthemum Show of this society was held in Glen Cove, N. Y., on Oct. 31st and Nov. 1st. Competition was strong in all the 41 classes. The blooms as usual were of the finest size and quality. The vegetables exhibited were exceptionally fine as were the roses, carnations, violets, decorative work and fruit. Particularly deserving of notice were the large double specimen bush and standard Hooper Pierson chrysanthemums and an unusually fine collection of foliage plants exhibited by Capt. J. R. DeLamar, gard. Robt. Marshall. This group was awarded the National Association of Gardeners medal for the most meritorious exhibit. Special mention is also due to Mrs. Percy Chubb, gard. Robt. Jones for the fine display in the cut chrysanthemum classes; Mrs. Payne Whitney, gard. Geo. Ferguson, for the beautiful display of carnations; F. W. Woolworth, gard. Wm. Churchill, for roses; Mrs. Harold D. Pratt, gard. F. O. Johnson, for violets; Irving Cox, gard. Frank Petroccier, for collection of vegetables; A. V. Davis, gard. Alex McKenzie, 6 varieties of apples; C. F. Cartledge, gard. Wm. Norman, group of chrysanthemums; Mrs. J. T. Pratt, gard. John W. Everitt, display of hardy chrysanthemums, which was awarded the Mrs. F. B. Pratt silver cup. Other prize winners were: W. F. Jennings, gard. Frank Sargent; J. E. Aldred, gard. Thos. Twigg; W. Gibbs, gard.

Ben Sutherland; J. P. Morgan, gard. Angus B. McGregor; Mrs. F. B. Pratt, gard. Harry Goodband; Mrs. Andrew Fletcher, gard. Ed. Harris; Mrs. M. Daball, gard. Chas. Stango. The table decoration by George Ferguson was awarded the Mrs. H. L. Pratt silver cup as first prize. A cultural certificate was awarded to Joseph Manda for a beautiful display of Cypripedium insigne sanderae. Special mention to John Dombrowski and Frank Petroccia for a display of seedling chrysanthemums.

HARRY GOODBAND, Cor. Sec.

## FLORISTS' CLUB OF WASHINGTON, D. C.

The Victory corsage bouquet was developed at a meeting at the store of Gude Bros. at the suggestion of President Z. D. Blackstone. The idea is to advertise this bouquet for wear when peace is officially announced. It is intended that this Victory corsage shall be made of three flowers, as selected by the customer, and the National colors in rosette or an American flag in the center.

George C. Shaffer was appointed chairman of the committee to go among the florists and secure donations for the United War Work campaign fund, the other members of the committee being George H. Cooke, Fred H. Kramer, William Marche and Milton Thomas.

Mr. Gude displayed some very attractive vases of his new carnation Democracy. He also displayed a vase

## FERNS

Bench grown stock ready for six and eight inch pots—price 35c. and 50c.—varieties BOSTONS, ROOSEVELTS, WHITMANII and TEDDY, JR.

H. H. BARROWS, Whitman, Mass.

## BOBBINK &amp; ATKINS

NURSERYMEN, FLORISTS, PLANTERS  
RUTHERFORD, NEW JERSEY

We are subscribers to the Nurserymen's Fund for Market Development, also "Say It With Flowers" Publicity Campaign.

When writing to advertisers kindly mention *HORTICULTURE*

## NURSERY STOCK

Fruit and Ornamental Trees, Shrubs, Small Fruits, Clematis, Evergreens and Roses.

Write for Trade List

W. & T. SMITH COMPANY, Geneva, N. Y.

We are subscribers to the Nurserymen's Fund for Market Development

## HOLLAND NURSERIES

BEST HARDY RHODODENDRONS, AZALEAS, CONIFERS, CLEMATIS, H. P. ROSES, SHRUBS AND HERBACEOUS PLANTS.

P. OUWERKERK, 216 Jane Street, Weehawken Heights, N. J.

of Queen Beatrice, and vases of fine chrysanthemum blooms.

## CORN DISEASES BEING STUDIED.

Investigations of the root, stalk, and ear rots of corn, started last spring by the United States Department of Agriculture in co-operation with the Purdue University Agricultural Experiment Station, in Indiana, have resulted thus far in a survey which shows that the root rots are present in all of the corn-growing states and that the careful selection of disease-free seed is an important means of combating this and the other rots. The use of infected seed is responsible for the introduction of the diseases. Their chief effects noted readily are blighted plants, spindling stalks, and stalks with the ears either partially formed or completely retarded and resulting in barrenness. Sweet corn, it has been found, seems to be more subject to these rots than field corn, and especial care should be given in a selection and care of seed.

East Orange—Howard Hale, youngest son of G. D. Hale, is now at the front in France. Ernest, his elder brother was killed in battle last July.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Development of the American Seed-Growing Industry.

Since the European sources of vegetable seed have been cut off by war conditions, the seed-growing industry in the United States has made rapid developments, particularly in the Pacific Coast and Rocky Mountain States, according to a report of the Bureau of Crop Estimates, United States Department of Agriculture. The commercial production of vegetable seeds is chiefly confined to a few widely separated but well-defined districts, but in exceptional instances the industry has been introduced into new sections through the efforts of contracting seedsmen who have sought to expand the production by entering new areas.

The production of onion seed is carried on in many localities. Most of the western districts where onions are grown for market also raise seed for their own use and sell the surplus. The largest section of production for onion seed, however, is known as the "river district" of the San Joaquin and Sacramento Valleys in the central part of California. The district of secondary importance as a producer of onion seed is the San Juan and Santa Clara Valley region of central California. The leading county in the production of onion seed is San Joaquin, with Sacramento, Yolo, Contra Costa, Santa Clara, and San Benito also growing a good volume. Seed is also being produced in Delta County, Colo. The Bermuda onion seed is produced in the Coachella Valley, in the eastern part of Riverside County in southern California. It is also successfully grown in New Mexico and Arizona.

#### Carrot Seed in California

California is the largest producer of carrot seed. Sacramento and Yolo Counties rank first, with San Joaquin, Contra Costa, Santa Clara, and San Benito Counties ranking as minor producers. In the production of radish seed the situation is reversed, the coast counties of California producing the bulk of the crop, and the river district being unimportant as a pro-

ducer. It is also grown in the Pacific Northwest. Beet seed is grown in both the river and coast districts of California, but is probably grown more extensively around Sacramento than in any other portion of the State. Lettuce seed is grown almost exclusively near the coast sections of California, particularly in Santa Clara and San Benito Counties and also in San Luis Obispo County.

The production of seed of the garden varieties of beans is concentrated in portions of Colorado, California, Washington and Idaho. The Greeley district of Colorado is the leading district. Lima-bean seed growing is confined to the coast counties of Southern California. Cantaloupe and cucumber seed is produced extensively in Colo-

rado, particularly in the Rocky Ford district of the Arkansas Valley. Tomato seed is most extensively produced in Orange County, Cal., south of Santa Ana. Other seed crops produced in this district are peppers and various vine crops. The principal cabbage-seed growing district is in the Puget Sound country, but the growing of cabbage seed is being tried out in other localities and new districts of importance may be developed. This statement also applies to turnip seed.

Spinach seed is produced in California and in the Northwest. During the past season the industry has developed, particularly in Yolo and Sacramento Counties of California, but is not confined to that region. Other miscellaneous seeds of minor impor-

## "MAKE A PROFIT"

These three words on a sign stand out very conspicuously on the wall in the office of the head of a large department store in Philadelphia.

The sentence is short, but it means so much! Yes, more than most of us in business stop to realize.

Many florists today are basing their selling-prices of Cut Flowers, Plants, and for services rendered, on olden-time costs. Conditions have changed, labor has advanced, hours have been shortened, delivery service by automobile in many cases has been forced upon you—everything that enters into the conduct of your business (including everything you buy to sell again, such as Seeds, Bulbs, Pots, Supplies, etc.), costs very much more.

Look at the price of Coal! Wax Paper costs now just double what it did twelve months ago. Cotton Twine in three years has increased about five times its former value. In fact, we could go on in an endless citation of things like this.

Have you increased your selling-prices—for Plants, Cut Flowers, Funeral Designs, and labor performed for your customers? If not, why not?

Every florist knows the cost of everything he buys; he should also know the cost (and he can easily figure it) of everything he grows himself and the cost of any labor he performs, and add a fair profit for his services. The public does not want to be squeezed, but it is always willing to pay a fair price for anything it wants. In every line (except the Horticultural Industry) unheard-of prosperity is being enjoyed, and that same prosperity is right at hand for the florist.

One of our representatives was recently in the retail store of a florist, when a prospective customer came in and asked the price of funeral designs, whereupon he was informed that this ranged from \$2.50 up to \$5.00, (and it was in a town that is doing an enormous volume of war work). The prospective customer walked out without leaving an order. And why?

The price quoted appealed to the buyer as too low. He wanted something better than what was offered, and he was willing to pay for it, which he did elsewhere later in the same town. Imagine the folly of quoting such a price! and Cut Flowers at the premium they have been for weeks. That florist didn't stop to think that Tin Foil costs double, Wire costs about three times its normal value; Twine costs five times its normal value; Paper costs twice its normal value.

Some florists are still selling Geraniums in a four-inch Pot (and the Flower Pot goes with it) for 10c.

They think they can't get more than 12c. or 15c. for an Easter Lily Flower or a Hyacinth.

Man, it costs you more than that to grow these items, so don't figure that you've made a profit—you have actually lost money, and the quicker you realize it, the better.

Mr. Florist, this little article has been written in your interests. If you want to make a profit,—be able to pay your bills when due,—make a living and be able to lay something aside for a rainy day, which is your just due.

"CHARGE FAIR PRICES—MAKE A PROFIT."

START TO-DAY-NOW.

MICHELL'S SEED HOUSE, PHILADELPHIA, PA.



tance, such as parsnip, salsify, and endive, are grown most extensively in San Benito County, Cal. Cauliflower and broccolli seed are grown in the market growing districts, but have become commercial products only in the Pacific Northwest. Onion sets are grown in the Willamette Valley of Oregon, near Woodburn, and also in eastern Colorado.

#### Onion Sets.

Talking with A. H. Smith of the Lecnard Seed Company, Chicago, he says their crop of onion sets has now been harvested and most of them stored away for the winter. Early southern shipments have been made and many large dealers and jobbers throughout the country, where they have crates and storage room, are taking their sets early this year, storing them now themselves so that they will not run the risk of poor transportation or unfavorable weather conditions at a later date. The crop of onion sets this year is estimated about 20 per cent short of a normal crop.

Weather conditions during harvest have been ideal and the crop has been harvested and stored dry, sound and in good condition for keeping and Chicago sets this year are probably the best that were ever harvested. The onion sets grown on the south side of the city were thinned out some early in the season by maggots and the result is that there are more overruns or bulls to screen out from the south side stock, but when these are properly screened out, the small sets that are left are very choice. The sets which were grown on the north side of the city were not damaged to any extent by maggots in the fields while growing and run very small and choice, very few overruns or large ones to screen out.

The demand has been very heavy and most of the dealers are well sold up to the usual amount at this time of year, with a large spring trade in prospect, as many merchants have not bought the full quantity they will need for their spring trade.

There is so much in the papers these days about onions being good for colds and influenza, it is said that health departments in different large cities are advising the free use of onions as a preventive of influenza and the people of certain nationalities who are accustomed to eating freely of onions, have escaped to a large extent the epidemic this season, all of which should have a tendency to increase next year's planting of onion seed and onion sets.



## SWEET PEAS

Winter flowering Spencer Australian Varieties direct from the Originator.

#### FLOWER SEED FOR SUMMER SOWING

Asparagus Sprengeri, Bellis Perennis, Calceolaria, Calendula, Cineraria, Cyclamen, Gypsophila Gr. Alba, Mignonette, Pansy, Snapdragon. All selected stock.

**FOTTLER, FISKE, RAWSON CO.**

The Seed Store 12 and 13 Faneuil Hall Sq., Boston

**"Seeds with a Lineage" All Varieties**  
**Thoroughly tested at our trial grounds, Raynes**  
**Park, London, England. Send for Catalogue**  
**CARTERS TESTED SEEDS, Inc.,** 166 Chamber of  
 Commerce Bldg., Boston, Mass.

#### Radish Seed

Radish seed, generally speaking, has been reported a short crop in many sections and as France and England are drawing on this country for radish and other small seeds instead of our importing them from over there, the best Michigan stock of radish seed which is grown from French seed and is equal in every way to the best French stock, if not superior, is selling at reasonable prices when the general shortage is taken into consideration.

The favorable weather during harvest this fall in Michigan has resulted in a good crop of radish seed, much larger than was expected early in the year and some very choice seed is now coming in from Michigan, so that seed houses who make a business of growing a large acreage of Michigan radish seed, are very much pleased with the prospects and the seed they are receiving.

#### Notes.

Adolph Kruhm, formerly with the Jerome B. Rice Seed Company, is now with Beckert's Seed Store, Pittsburgh, Pa. In his capacity as secretary of the company he will look after both the purchasing and selling end of the business.

Joe Edmundson of the California Seed Growers' Association, San Jose, Calif., was expected in Chicago this week, but a wire just received from Mr. Edmundson states that owing to his being so very busy shipping out their crops this year and arranging for next season's planting, he has been unable to get away as expected, but now expects to reach Chicago about Nov. 10th on his eastern trip.

## SEEDS AND BULBS

**Boddington's**

128 Chambers St., N. Y. City

**FREESIA PURITY MAMMOTH**,  $\frac{3}{4}$  inch and up.  
**SWEET PEAS**, Winter Flowering Spencer, best varieties.  
**LILUM GIGANTEUM**, from cold storage, in cases of 350.  
**CYCLAMEN SEED**, finest American grown, new varieties.

**CINERARIA BEGONIA**  
**"NICE" STOCKS, ETC.**

Send us a card stating kind and quantities wanted and will give you special prices.

**J. M. THORBURN & CO.**

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 Through to 54 Park Place  
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## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6-9 ft.,	600	\$7.00
" 9-12 ft.,	400	8.50

Prices ex warehouse New York  
 Terms—Net cash 30 days.

**McHUTCHISON & CO.**

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**STUMPP & WALTER CO.**  
**Seeds and Bulbs**  
 30-32 Barclay Street  
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Albany, N. Y.—The Rosery, 23 Steuben St.

Albany, N. Y.—Danker.

Bangor, Me.—Adam Sekenger, 32 New-  
bury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Boston—Julius A. Zinn, 4 Park St.

Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Chicago—William J. Smyth, Michigan  
Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.

Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.

Cleveland, O.—Knable Bros., 1836 W. 25th  
St.

Cleveland, O.—The Smith & Fettes Co.,  
735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643  
Broadway.

Detroit, Mich.—J. Breitmeyer's Sons,  
corner Broadway and Gratiot Ave.

Fall River, Mass.—Warburton, 495 New  
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Grand Ave.

New Haven, Conn.—J. N. Champion &  
Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-  
2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison  
Ave., at 48th St.

New York—Dards, N. E. corner 44th St.  
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New York—G. E. M. Stumpp, 761 Fifth  
Ave.

New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.

New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.

New York—Max Schling, 785 Fifth Ave.

Providence, R. I.—Johnston Bros., 38  
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Rochester, N. Y.—J. B. Keller Sons, 25  
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Established 1874

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NO ORDERS ACCEPTED FOR LESS  
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The best of F. T. D. Service always



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Prompt Auto Delivery  
Service

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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock. Regular discount to Trade.  
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**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

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**A. GRAHAM & SON**  
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Will take good care of your orders  
*Members of F. T. D. Association.*

**Retail Deliveries**  
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ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
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son Co.  
Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.  
Washington, D. C.—Gude Bros., 1214 F  
St.  
Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

**NEW FLOWER STORES.**  
Fulton, N. Y.—F. E. LaPorte.  
Denver, Col.—Liberty Flower Shop,  
418 15th street.  
Egg Harbor, N. J.—Crane & Hill,  
Pacific Ave., succeeding Walter R.  
Thoms.

**NEWS NOTES.**  
Rutherford, N. J.—J. A. Muller an-  
nounces that on January 31st, 1919, he  
will discontinue his connection with  
Julius Roehrs Company, after nearly  
ten years' service.

Rochester, N. Y.—E. Kendig of  
Oswego, N. Y., has purchased the fix-  
tures and stock belonging to the late  
Paul Campus of the Rosery Flower  
Shop and has commenced business  
this week.

Mrs. Arvilla Smith is now in the  
employ of the Rochester Floral Com-  
pany.

**HESS & SWOBODA**  
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Telephones 1501 and L 1532  
1415 Farnum St.  
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We deliver by automobile in East, West  
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Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.  
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ALBANY, N. Y.  
**EYRES**  
Flowers or Design Work  
DELIVERED IN ALBANY AND VICINITY  
ON TELEGRAPHIC ORDER  
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**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
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tention.  
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**WARBURTON**  
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Deliveries of Flowers and Plants  
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*Wholesale Cut Flowers  
Plants, Greens, etc.*

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Roses						
Am Beauty, Special..	20.00	to 25.00	30.00	to 40.00	40.00	to 50.00
" " Fancy and Extra..	12.00	to 15.00	20.00	to 30.00	30.00	to 35.00
" " No. 1 and culls..	8.00	to 10.00	10.00	to 15.00	20.00	to 25.00
Russell.....	4.00	to 12.00	5.00	to 25.00	10.00	to 30.00
Hadley.....	4.00	to 12.00	.....	to .....	8.00	to 25.00
Mock, Key.....	4.00	to 12.00	.....	to .....	10.00	to 25.00
Arenberg, Hoosier Beauty.....	2.00	to 10.00	5.00	to .....	8.00	to 20.00
Ward, Hillingdon.....	2.00	to 6.00	3.00	to 6.00	8.00	to 10.00
Killarney, Key, Taft.....	2.00	to 8.00	3.00	to 6.00	8.00	to 15.00
Ophelia, Sunburst.....	2.00	to 10.00	3.00	to 10.00	8.00	to 15.00
Carnations.....	2.50	to 4.00	4.00	to 6.00	5.00	to 6.00
Cattleyas.....	25.00	to 50.00	.....	to 100.00	40.00	to 50.00
Lilies, Longiflorum.....	15.00	to 20.00	15.00	to .....	25.00	to .....
Lilies, Speciosum.....	20.00	to 25.00	.....	to .....	.....	to .....
Lily of the Valley.....	4.00	to 8.00	6.00	to 8.00	.....	to .....
Snappedragon.....	10.00	to 12.00	4.00	to 6.00	.....	to .....
Violets.....	.40	to .50	40.	to .75	.....	to .75
Dahlias.....	.....	to .....	2.00	to 10.00	.....	to .....
Calendula.....	1.00	to 2.00	2.00	to 3.00	4.00	to 5.00
Chrysanthemums.....	10.00	to 25.00	10.00	to 25.00	15.00	to 40.00
Gardenias.....	.....	to .....	.....	to .....	.....	to .....
Adiantum.....	1.00	to 1.25	.....	to 1.00	1.00	to .....
Smilax.....	.....	to 25.00	12.50	to 15.00	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.).....	35.00	to 50.00	25.00	to 100.00	50.00	to 60.00

**WILLIAM F. KASTING Co.****Wholesale Florists**

568-570 WASHINGTON STREET - BUFFALO, N. Y.

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184 North Wabash Avenue, CHICAGO

**ROSES, VALLEY and  
CARNATIONS**  
A Specialty

**WHOLESALE  
GROWER of**

**CUT FLOWERS****ROBERT DYSART****CERTIFIED PUBLIC ACCOUNTANT**

Simple methods of correct accounting especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . BOSTON  
Telephone Main 58

**Boston Floral Supply Co.**

347-357 Cambridge St., Boston

Headquarters for

CYCAS, BASKETS, WIRE DESIGNS and WAX FLOWERS

Send for price list if you have not received one.

## Flower Market Reports

Business is at a standstill all this week. Chrysanthemums in all classes are very abundant and flowers of all varieties are pouring into the markets so that there is an accumulation which is increasing in volume from day to day. Prices have fallen with a dull thud and, for the time being are favorable to the retailer. The street merchant can now get busy again after his enforced rest of three or four weeks. The coldest weather of the season has come this week and local dahlias are all killed off, although there are a good many in the market still shipped in from more southern points.

Very good business is reported for the closing week of October. In spite of the obstacles put in the way of delivery of flowers to places where death had occurred, florists were able to keep much of their funeral trade by sending flowers direct to the cemeteries and thus kept local sales from so large a falling off as seemed imminent at one time. Shipping trade holds up well and has kept the market from going to pieces now the big crop of chrysanthemums is at its height. The first days of November found pompons coming in as fast as could be handled in pink and white, and an over-supply in yellow. Bunches of pompons vary in size according to the fancy of the grower and the prices run from 25 to 75c. per bunch. A splendid lot of roses is now coming daily. Every variety of the season is offered and the quality is all that can be desired. Violets are not an important consideration at present, the warm weather being against them. Carnations are a little more in evidence but the quantity of pompons make a big supply unnecessary. Green is much in demand and supply not very large.

The market continues brisk with liberal receipts of seasonable stock. Chrysanthemums now occupy first place, the supply of both the large fellows and the pompons being generous. Roses are of excellent quality, medium and longer grades predominating. Carnations still fall very short of supplying the demand. Lilies are temporarily off the price-lists. City business continues strong and the out of town trade is consid-

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Nov. 4		CHICAGO Nov. 4		BUFFALO Nov. 4		PITTSBURG Nov. 4	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	30.00	to 50.00	40.00	to 50.00
" " Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	15.00	to 30.00	30.00	to 35.00
" " No. 1 and culls.....	6.00	to 10.00	15.00	to 25.00	5.00	to 10.00	20.00	to 25.00
Russell.....	6.00	to 15.00	5.00	to 30.00	6.00	to 20.00	8.00	to 25.00
Hadley.....	6.00	to 12.00	15.00	to 20.00	6.00	to 10.00	.....	to 10.00
Euler, Mock.....	6.00	to 12.00	15.00	to 20.00	6.00	to 10.00	8.00	to 15.00
Arenberg, Hoosier Beauty.....	5.00	to 8.00	15.00	to 20.00	6.00	to 15.00	.....	to 15.00
Ward, Hillingdon.....	4.00	to 6.00	4.00	to 15.00	3.00	to 6.00	6.00	to 15.00
Killarney, Key, Taft.....	3.00	to 6.00	3.00	to 15.00	4.00	to 10.00	6.00	to 12.00
Ophelia, Sunburst.....	3.00	to 4.00	4.00	to 15.00	4.00	to 12.00	6.00	to 15.00
<b>Carnations</b> .....	2.00	to 3.00	4.00	to 8.00	2.00	to 6.00	4.00	to 6.00
<b>Cattleyas</b> .....	60.00	to 75.00	50.00	to 75.00	60.00	to 75.00	75.00	to 100.00
<b>Lilies, Longiflorum</b> .....	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
<b>Lilies, Speciosum</b> .....	.....	to 6.00	.....	to 8.00	4.00	to 10.00	.....	to 10.00
<b>Lily of the Valley</b> .....	.....	to 6.00	4.00	to 8.00	8.00	to 10.00	.....	to 10.00
<b>Snopdragon</b> .....	.....	to 4.00	4.00	to 6.00	3.00	to 5.00	4.00	to 8.00
<b>Violets</b> .....	4.00	to 5.00	.....	to 5.00	3.00	to 6.00	15.00	to 20.00
<b>Dahlias</b> .....	.....	to 2.00	6.00	to 35.00	10.00	to 30.00	30.00	to 50.00
<b>Calendula</b> .....	.....	to 2.00	6.00	to 35.00	10.00	to 30.00	30.00	to 50.00
<b>Chrysanthemums</b> .....	.....	to 2.00	6.00	to 35.00	10.00	to 30.00	30.00	to 50.00
<b>Gardenias</b> .....	.....	to 2.00	6.00	to 35.00	10.00	to 30.00	30.00	to 50.00
<b>Adiantum</b> .....	.....	to 2.00	6.00	to 35.00	10.00	to 30.00	30.00	to 50.00
<b>Smilax</b> .....	15.00	to 20.00	18.00	to 25.00	15.00	to 20.00	20.00	to 25.00
<b>Asparagus Plu. &amp; Spren.</b> (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	60.00	to 75.00

erably above normal. Eastern violets are very good, but like the locally grown single sorts, are moving slowly. The help problem is acute and shows no signs of improvement. Business for the month of October smashed all previous records and November sales thus far are exceeding those of last year, funeral trade being the main cause. Liberal quantities of supplies are being laid in, in anticipation of a heavy holiday trade.

This market is in the dumps for the past week or ten days.

The very salubrious weather, the decline of the epidemic and the height of the chrysanthemum season have conspired to end the famine which lasted three weeks and put the flower trade to a hustle unprecedented for this time of the year. The street man has his innings, for a change, and flowers may now be bought "for a song." But a spell of cold weather may change the tune.

In chrysanthemums there are still some nice Chrysolora arriving but these are nearing their end and Bonaffon is looming up. Roman Gold is also in the running strong. Razer is about the leader in the whites. Roses are very fine in all the standard varieties. The leaders in their classes are Russell, Columbia, Hadley and Ophelia. Carnations have dropped in price about one-half, the demand having fallen off coincident with increased supply. The quality is all that can be expected. In orchids the cattleya still leads and goes well at moderate prices. Oncidium varicosum is also in good supply and there are some dendrobiums and a few early cyripeids. The Hallowe'en demand did

not materialize. It never has been much of a florists' event but this year it was less in evidence than ever before. Out-of-town business has been good as compared with city trading. The express service seems to be better and up to zone two or three, the parcel post has grown in favor. Beyond ninety miles or so, the express seems to be preferred.

Business has dropped off considerably during the past week.

Flowers are very plentiful; in fact the over-supply of roses and violets gave the street vendors a chance on Saturday. Roses were disposed of at 20 cents per dozen and violets at 15 cents per bunch. A large supply of chrysanthemums are on hand. The quality is improving daily. The supply of dahlias continues to dwindle, but quality is fairly good. Pompon chrysanthemums are quite plentiful and sell fairly well. Carnations are plentiful. Lilies are still scarce and high. Plenty of green goods are on the market and move well.

A frost came recently and dahlias took a flight not to appear again in force till next fall. Chrysanthemums are now a factor in the market and roses have been cheaper but still cleaning up nicely at good prices. Carnations are more plentiful, whites bringing the better prices. Greens are selling well.

For the first time in over a month there was sufficient stock in the local market to meet all demands. The several warm days of the previous week brought out increased quantities and prices were lowered considerably. Lily of the valley is now to be had in quantities.

(Continued on page 471)



**H. E. FROMENT**  
Wholesale Commission Florist  
Choice Cut Flowers  
New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

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Wholesale Florist  
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Fresh Cut Decorative Evergreens.  
Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies  
119 W. 28th St., - - NEW YORK

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A Full Line of ALL CUT FLOWERS.  
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WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
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A full line of Choice Cut Flower Stock for all purposes.  
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**ALBANY CUT FLOWER EXCHANGE**  
THOMAS TRACEY, Mgr. 611 Broadway, ALBANY, N. Y.  
WHOLESALE ONLY  
SAVE TIME AND MONEY BY SENDING YOUR ORDERS TO US  
Prices Right. Consignments Solicited. Telephone Connection

**HENRY M. ROBINSON CO. OF NEW YORK**  
WHOLESALE FLORISTS  
55-57 West 26th Street  
Telephones, 12-3510 Madison Square  
MAURICE L. GLASS, Treasurer  
Consignments Solicited

### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Nov. 2 1918		First Part of Week beginning Nov. 4 1918	
American Beauty, Special .....	15.00	to 30.00	15.00	to 30.00
" " Fancy and Extra .....	8.00	to 12.00	8.00	to 12.00
" " No. 1 and culls .....	2.00	to 8.00	2.00	to 8.00
Russell, .....	4.00	to 15.00	4.00	to 15.00
Hadley, .....	4.00	to 12.00	4.00	to 12.00
Euler, Mock, Key .....	3.00	to 8.00	3.00	to 8.00
Arenberg, Hoosier Beauty .....	3.00	to 12.00	3.00	to 12.00
Ward, Hillingdon .....	2.00	to 6.00	2.00	to 6.00
Killarney, Taft .....	4.00	to 10.00	4.00	to 10.00
Ophelia, Sunburst .....	5.00	to 8.00	3.00	to 8.00
Carnations .....	3.00	to 4.00	2.00	to 4.00

### WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**  
111 W. 28th St., NEW YORK  
D. J. Pappas, Pres.

### To the Florist Trade of America

The Unprecedented Demand for Supplies of every kind, even with Our Efficient Organization and Extensive Warerooms, Taxes Us to the Limit to Fill our Daily Orders. If we cannot always supply all your wants on the moment don't get impatient. New goods are constantly arriving.

Send your orders early and we shall give every possible attention.

**H. Bayersdorfer & Co.** 1129 Arch Street  
PHILA., PA.

**REED & KELLER**  
122 West 25th St., New York  
**Florists' Supplies**  
We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**WILLIAM MACKIE**  
WHOLESALE FLORIST  
105 West 28th Street, NEW YORK  
Consignments Solicited  
TELEPHONE: FARRAGUT 750



Flower Market Reports

(Continued from page 469)

There are too many pompons on the market. Carnations have improved and are selling well at the new prices.

ANOTHER LIBERTY LOAN COMING

Secretary of the Treasury McAdoo has announced that, no matter what the results of the pending overtures for peace may be, there will be another Liberty loan. To use his expression, "We are going to have to finance peace for a while just as we have had to finance war."

There are over 2,000,000 United States soldiers abroad. If we transport these men back to the United States at the rate of 300,000 a month, it will be over half a year before they are all returned. Our Army therefore, must be maintained, victualled, and clothed for many months after peace is an actuality.

The American people, therefore, having supported the Liberty loan with a patriotism that future historians will love to extol, will have an opportunity to show the same patriotism in financing the just and conclusive victorious peace whenever it comes.

Not for a moment, however, is the Treasury acting on any assumption that peace is to come soon. Until peace is actually assured the attitude of the Treasury and the attitude of the whole United States Government is for the most vigorous prosecution of the war, and the motto of force against Germany without stint or limit will be acted up to until peace is an absolute accomplished fact.

One more Liberty loan, at least, is certain. The Fourth loan was popularly called the "Fighting Loan"; the next loan may be a fighting loan, too, or it may be a peace loan. Whatever the conditions, the loan must be prepared for and its success rendered certain and absolute. Begin now to prepare to support it.

Business Here Is Always Good

I NEED MORE FLOWERS. Send your stock here and get  
Top Market Prices

HERMAN WEISS,

130 West 28th Street  
New York

AGENT FOR CARILLO'S CATTLEYAS

J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

ROSES! I WANT ROSES!

Have a demand for more than I can supply. Rose Growers Call or Write.

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TELEPHONES  
Farragut 167 and 3065

NEW YORK QUOTATIONS PER 100. To Dealers Only	
MISCELLANEOUS	
	Last Part of Week ending Nov. 2 1918
Cattleyas.....	20.00 to 35.00
Lilies, Longiflorum.....	10.00 to 15.00
Lilies, Speciosum.....	5.00 to 8.00
Lily of the Valley.....	4.00 to 6.00
Snapdragon.....	..... to .....
Violets.....	.35 to .40
Dahlias.....	2.00 to 4.00
Calceolula.....	1.00 to 2.00
Chrysanthemums.....	6.00 to 25.00
Grdenias.....	25.00 to 35.00
Adiantum.....	.50 to .75
Smilax.....	10.00 to 15.00
Asparagus Plumosus, & Spren (100 bunches).....	15.00 to 25.00
	First Part of Week beginning Nov. 4 1918
Cattleyas.....	20.00 to 35.00
Lilies, Longiflorum.....	10.00 to 15.00
Lilies, Speciosum.....	5.00 to 8.00
Lily of the Valley.....	4.00 to 6.00
Snapdragon.....	..... to .....
Violets.....	.35 to .40
Dahlias.....	2.00 to 4.00
Calceolula.....	1.00 to 2.00
Chrysanthemums.....	6.00 to 25.00
Grdenias.....	8.00 to 35.00
Adiantum.....	.50 to .75
Smilax.....	10.00 to 15.00
Asparagus Plumosus, & Spren (100 bunches).....	25.00 to 35.00

CEREAL CROPS AND FOOD FACTS.

The U. S. Food Administration, Washington, D. C., has sent out the following memorandum:

The need for food conservation and the elimination of all waste by the American people was never so great as at the present time.

Last year the Food Administration's requests were very largely for the substitution of one food for another. This year actual saving is required on all foods. Before the war, with normal reserves and normal conditions prevailing, with plenty of agricultural labor, our exports to the allied countries averaged 5,533,000 tons of food per year. Last year, we were able to export to them 11,820,000 tons, and this year we have assumed the burden of sending them a minimum, of 17,550,000 tons.

Unfortunately, the common belief throughout the country seems to be that the 1918 crop was a phenomenally large one, and that in consequence there exists in this country a great plentitude of food, and the time for saving has therefore been passed. This rather universal belief can be understood when it is remembered that last year, wheat received the greatest emphasis in the pleas for food saving, so that quite naturally public attention generally centered around the condition of the then forthcoming wheat crop.

When the harvest time was reached

and the crop assured, showing an increase of more than 250,000,000 bushels, conditions of other crops indicated that they also would show phenomenal increases. Then followed adverse weather conditions that cut down production in other crops, but the opinion accepted at that time by the country at large, that plentitude was to prevail has not been changed.

Actual production conditions, as shown by the figures of the Department of Agriculture for October 1, show that the 1918 crop as compared with that of 1917 is as follows:

INCREASE	
	Bushels
Wheat .....	268,000,000
Barley .....	27,000,000
Rice .....	5,000,000
Rye .....	17,000,000
Buckwheat .....	2,000,000
Beans .....	3,000,000
322,000,000	
DECREASE	
	Bushels
Corn .....	442,000,000
Oats .....	52,000,000
Potatoes.....	52,000,000
Sweet Potatoes.....	2,000,000
548,000,000	

The apparent loss, however, is counter-balanced by the fact that the nutritional value of the corn this year will be very much higher than that of last, and there will be less spoilage. Also a portion of last year's crop, in the form largely of an increased number of hogs remaining on the farms adds to our resources. It seems fair, therefore, to assume that our actual food resources in life-sustaining value, are about the same as those of last year.

QUALITY

QUANTITY

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Wholesale Florist

55-57 West 26th St., NEW YORK

ATTENTION

VARIETY

Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin, N. Y.

10,000...\$2.25 50,000...\$9.75 Sample free.

For sale by dealers.



## LOCAL AND GENERAL NEWS

### CHICAGO.

A. Henderson is back from New York where he has been looking after his Dutch and French bulbs which recently arrived there.

Mrs. Chas. McKellar is at St. Joseph, Mich., where she is taking the baths for rheumatism. Mr. McKellar reports business good.

Frank Oechslein received his Dutch bulbs on Monday and on Tuesday they were being planted. The ones from the other side arrived in excellent condition and are larger than those grown in California.

The florists and allied trades are now hard at work on their quota of \$13,500 to be raised by Nov. 18th, for the various war relief organizations. Judging by the way they went over the top at the last big drive, this one will be an easy matter.

Conditions during the past month have again brought forcibly to the mind of the retail florists, the necessity for organization. A few met and discussed the matter at St. Hubert's Grill with the result that a meeting of retailers was called at the Congress Hotel, Nov. 4th, to which about 25 representative florists responded and an association is practically assured. The benefits of such an organization were discussed and covered such lines as their relations to each other, to the wholesalers, to the public officials and the necessity of uniformity of credit. F. S. Webb, manager of the Florists' Credit Association which is also the Official Credit and Collection Bureau of the S. A. F. & O. H. acted as temporary secretary. Another meeting is to follow very soon.

### PHILADELPHIA.

Edward J. Dooner, well known to the trade from his life-time connection with Dooner's Hotel, has sold out his interest to his brother Frank and gone into the banking business with Newburger, Henderson & Loeb.

The Philadelphia seed stores are still rushed with their bulb orders on account of late arrivals. One of the biggest houses who do a counter trade closed their front shops for nearly two weeks to catch up on orders. On Nov. 4th it was reported that they had only reached the orders arriving Oct. 7th.

### BOSTON.

The street floor and basement in the buildings Nos. 21-25 Otis street, extending through to 102-104 Arch street has been leased to the B. A. Snyder Company, wholesale florists, who will occupy the larger part of the premises upon completion of alterations.

At the annual meeting of the Boston Co-operative flower market Oct. 26th, the following officers were elected: John McFarland, Wm. H. Elliott, Robert Montgomery, Donald Carmichael, Elijah Cartwright, Norris F. Comley, James W. Simpson, Walter R. Holden, J. M. Cohen, directors; Donald Carmichael, treasurer; John McFarland, clerk.

### WASHINGTON, D. C.

Henry Gottenkenny, for many years with Gude Bros. Co., has resigned and has left the florist business entirely.

The florists were very much disappointed with the Hallowe'en business. There was little entertaining because of influenza. The supply of flowers was in excess of the demand. The opening of the theatres, following a thirty-one day closing has increased the demand for flowers for personal adornment.

J. Harper Hetherington, manager for the Washington Floral Co., is back at the store following an attack of influenza. David G. Grillbortzer, who controls this establishment as well as operating two large ranges of greenhouses in Alexandria, has also recovered from the same malady.

### ST. LOUIS.

The St. Louis Cut Flower Co. is now advertising Xmas Holly, southern variety, at \$6.00 per case.

Cicoski, recently on Cass avenue, expects to open a new store on Franklin avenue in the near future.

The St. Louis Seed Co. are now in full swing. Their bulbs are now ready for distribution and orders coming in rapidly.

## Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium. Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.

## Obituary

### Adolph Hartung

Just as we went to press last week, one of the pioneers of the trade, Adolph Hartung, passed to the beyond, at the ripe age of 80 years.

He was a resident of Chicago for over fifty years and was a pioneer in the flower business which is now carried on by his son, Geo. Hartung, the Kensington florist. Mr. Hartung at one time was interested in fruit growing in Michigan. He is survived by one daughter and four sons. The funeral was held at the residence on Oct. 30th and interment was in Grace-land cemetery.

### Prof. E. F. Stoddard.

Prof. E. F. Stoddard, head of the department of vegetable gardening, Maryland State College, passed away Oct. 23d, of pneumonia. He was born in Carbondale, Pa., May 14, 1888, and a graduate of Pennsylvania State College. He is survived by his wife and two small children.

### Chester S. Weaver.

Chester S. Weaver, son of Jacob H. Weaver, florist, of Witmer, Pa., died from influenza last week, at the age of twenty years. The young man had been his father's assistant and was well liked by the trade.

### VISITORS' REGISTER.

Toronto, Ont.—J. Austin Shaw, New York.

Boston—Mr. and Mrs. Alexander Montgomery, Hadley, Mass.; Dr. Lane, Philadelphia.

Washington—Henry A. Bester, Jr., Hagerstown, Md.

Rochester, N. Y.—E. G. Hill, Richmond, Ind.

Philadelphia—A. R. Newton, Norfolk, Virginia; John A. Cook, Beverly, N. J.; J. R. Barton, Norfolk, Va.

### VEGETABLE FORCING

By Prof. R. L. Watts

Which has just come from the press. This book was produced in response to numberless inquiries for a practical up-to-date volume on the forcing of vegetables. In our judgment it is the most complete, final and authoritative work on forcing ever issued. The author of this intensely practical book has had a large experience in growing crops under glass. He gives clearly and concisely, complete instructions covering Greenhouse Construction, Soil, Preparation, Insects, Diseases, Marketing, Cropping System, and the growing of all of the most important Vegetable Forcing Crops. The book will be found equally valuable to amateurs and experienced gardeners.

Price Net \$2.00. For Sale by  
HORTICULTURE PUBLISHING CO.  
Boston, Mass.

## PUBLICATIONS RECEIVED.

New Creations in Plant Life, by W. S. Harwood.—This is a new edition of the book which has run through several editions, the original volume having been published in the year 1905. It is put forward as "An Authoritative Account of the Life and Work of Luther Burbank," and no man ever had a more whole-hearted apostle and devotee than Luther Burbank appears to have in W. S. Harwood. The accomplishments of Burbank are well known to the world of science and horticulture and their value fairly estimated. Perhaps his usefulness in introducing the Japanese plums and other trees and plants previously in obscurity has not been given full credit. His unique methods of introduction and publicity have drawn attention to many a serviceable creation which otherwise might have been left to "waste its sweetness on the desert air." The book is published by The Macmillan Co., 66 Fifth Ave., New York, at \$2.00 per copy.

Journal of the International Garden Club, September, 1918, Vol. II, No. 3.—This is one of the most useful, as well as the most interesting garden publications which have come to our desk this year. The pervading spirit and zeal of the people who support the International Garden Club, in horticulture and flowers, is beautifully expressed in the chapter on "Flowers and the War" which we take much pleasure in reprinting in this issue of HORTICULTURE. What florist or gardener can peruse it without a new realization of the nobility of his calling? Irises are given special prominence in this volume, B. Y. Morrison contributing an interesting illustrated chapter. E. H. Wilson tells about Little Known Japanese Azaleas, John Dunbar relates the Effects of the Winter of 1918, Richard Rothe contributes a chapter on Rock Gardens. E. P. Felt describes Two Injurious Leaf Maggots. Other chapters are Wild Plants in Ornamental Planting by Alex. Lurie, Care of Woods and Ravines by O. C. Simonds, Landscape Models by A. D. Taylor, Nature's Garden Across Southern Canada by A. C. Hottes, Cycads by G. H. Pring, and there is much more that may be read with profit and pleasure.

The Greenhouse Beautiful, by Philip J. Foley.—It is most refreshing and inspiring at a time such as the present when the industry of greenhouse building has been apparently relegated to the lost arts to see such optimistic proof of a belief in its immediate future as is afforded by this artisti-

cally gotten up publication. It is a charming volume—one might say album—an elegant example of pictorial and printing excellence, 8½ x 11 inches. A conservatory interior, in brilliant floral color forms an appropriate frontispiece and gives a foretaste of the good time coming very soon when flowers in abundance, in winter as in summer, will be one of the most prized appurtenances of every well-appointed home. The structures illustrated in the pages of this book are gems of modern greenhouse construction art and the best of evidence that the Foley Mfg. Co. will do their part well that

"North and South and East and West,  
The pride of every zone,  
The fairest, rarest and the best  
May all be made our own."

is on a corresponding plan as to keys and descriptions. The purpose of the volume, naming our common trees and shrubs when without foliage involves a close accounting for small differences between small parts, and so each general is illustrated by detail drawings showing twig, bud scar, pith, etc., enlarged uniformly to three diameters. The key to the genera which forms the first chapter will be found simple, direct and conclusive and by the further use of the keys to species, systematically arranged under each genus, natives and introduced species, as well as genera may be readily named in nearly every case.

Although conifers are excluded, the first volume being sufficiently serviceable for their identification at any season of the year, the present volume deals.

Winter Botany, by William Trelease, Professor of Botany in the University of Illinois.—Professor Trelease has given us a new and a very useful book, which will be widely welcomed by the many people who are interested in trees and shrubs and will be delighted to possess a sure means through which the woody plants may be recognized in winter, sometimes more certainly than when in flower. The undertaking has been put through with Professor Trelease's well-known thoroughness and attention to detail and nothing of its completeness in its field has been published before. It is a companion volume to the author's Plant Materials for Decorative Gardening, previously published, of convenient size for carrying in the pocket and with 326 genera belonging to 93 families and although species and varieties are not differentiated to the same extent as in the earlier volume, the keys lead to the names of about 1100 such forms.

HORTICULTURE can supply copies of this book at the publisher's price of \$2.50 post paid.

As usual at this season The Page Company of Boston have put on the book market in anticipation of the holiday season a number of new and attractive books by leading writers of fiction. This year's quota includes two that are especially timely and patriotic, viz "The Yanks Are Coming!" by Wm. Slavens McNutt and "Go Get 'Em," by Wm. A. Wellman, Marechal des Logis, of the Lafayette Flying Corps. In The Yanks Are Coming Mr. McNutt has given us an informative and useful book which will prove most interesting and appealing not only to those whose sons and brothers are "over there" or in training to go. He tells why no nation on earth can turn out the stamp of soldier that stands back of Uncle Sam, who make the hardest-to-lick soldiers in the world. The book breathes the real spirit of the men of New England, the South, the Middle West, the Pacific Coast—men who make up the great American Army. Illustrated. Price, \$1.50.

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### CATALOGUES RECEIVED.

Fraser Nursery Company, Huntsville, Ind.—Annual Wholesale Price List. Fall 1918 and Spring 1919. For nurserymen and dealers only.

Peter Henderson & Co., New York, N. Y.—Special Offer of Henderson's Best Quality Flower Bulbs for Autumn Planting.

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Princeton Nurseries, Princeton, N. J.—"A Book About Princeton Products, 1918—An art catalogue, very effective and pretty. Illustrated with nursery views.

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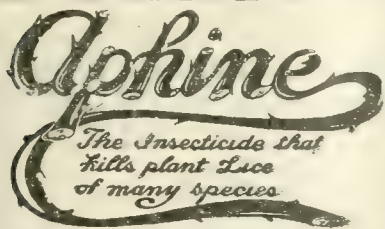
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The United States Department of Agriculture has issued an appeal to gardeners in the New England States to clean up their plots and burn all the dead vegetation as soon as possible after killing frost this fall. Destruction by fire of infested stock, stubble, garden plants, and weeds after killing frost is the only known method of combating the European corn borer, a dangerous insect pest of corn new to this country, and which has been found living in the corn fields of eastern Massachusetts. If strenuous methods are not made to check this insect, according to the Bureau of Entomology of the department, it will spread to the great field corn producing regions of the country, do incalculable injury to the corn crop, and materially reduce the prosperity as well as the food stocks of the nation.

The pest is not definitely known to occur outside of Massachusetts, but it is possible that it may be present in other New England States. The insect came from Europe and is especially injurious to corn in Austria-Hungary, where it has been known to destroy at least one-fourth of the entire crop in a single year. During the cold months it lives within the dead and dried stalks and roots of corn, the larger grasses, weeds, and garden plants. Therefore, the ease of destroying it at this time by burning garden trash of the kind mentioned.

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Columbia City, Ind.—The Columbia City Floral Co. range of greenhouses, Provident Trust Co., receiver has been purchased by Mrs. Jennie Sherwood.

## CATALOGUES RECEIVED.

J. G. Harrison & Sons, Berlin, Md.—Wholesale Nursery Price List, to the Trade Only.

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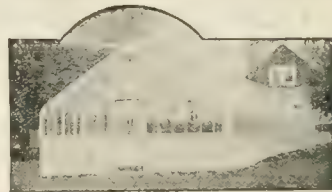
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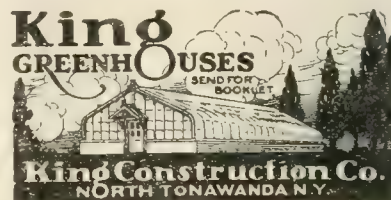
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Vol. XXVIII

NOVEMBER 16, 1918

No. 20

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# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

Judging from the clippings of advertisements coming into our Promotion Bureau, the trade is not using our slogan, "Say It with Flowers," to nearly the extent expected. A little thought to the fact that this slogan is featured in all our magazine advertisements should determine the advisability of using it as widely as possible—in all advertising, on stationery, boxes, parcels, and wherever it can be intruded. While it is not absolutely necessary that the line conforms to the design of the one used in all Bureau publicity, printers, of course, being able to provide a bold setting for any purpose, still as the public is now quite accustomed to seeing it in our own style, it would be better to get a line electrotype from the Bureau, or have one made especially. We can supply electrotypes of lines 1½ in., 2 in., 6 in., and 9 in. long, carrying all these sizes in stock for immediate despatch on receipt of orders.

In addition to the magazine advertising already arranged for November and December, the program for January and February embraces a list of twenty-seven national magazines which are to carry a series of advertisements featuring the slogan in con-

nection with special days and seasons. In eighteen of these magazines an advertisement will appear twice, and nine of them three times. The combined circulation of these magazines is roughly estimated to be in the neighborhood of 10,000,000 copies, and it must be remembered that this field is to be gone over twice, and forty per cent. of it three times. With all this publicity our slogan as a trade mark will have a value almost incalculable, and florists may, and ought, to use it as much as possible.

The list of magazines is as follows: Atlantic; Red Book; American Magazine; Century; Cosmopolitan; Everybody's; Harper's Magazine; Hearst's Magazine; Metropolitan; Munsey's Magazine; Popular Science Monthly; Review of Reviews; Scribner's Magazine; Vanity Fair; Vogue; Harper's Bazaar; World's Work; Sunset; Argosy Combination; Collier's Weekly; Christian Science Monitor; Independent; Leslie's Weekly; Life; Literary Digest; Outlook; Scientific American.

It is now almost a year since our Publicity Campaign started with an appeal for subscriptions. We aimed to raise a fund of \$50,000, but if our object is to be attained we must raise about \$5,000 more before the close of the year. Shall we do it? If the florists who have not yet subscribed will give our project the consideration it

deserves, we shall. As has been said many times before, this is not work for the benefit of any one florist; it is for all in the trade, collectively. One man cannot get more than another, our policy of using journals of national circulation insuring against this. The larger the city, the larger the number of florists, of course; so the benefit is most equitably distributed. And it may be said, without fear of contradiction, that the campaign for the year 1918 has resulted in a complete stabilization of business despite most adverse conditions. It has increased the demand for flowers very considerably; it has built up business for special flower days, and has caused the public very largely to look upon flowers and plants in a new light, as subjects highly suitable for gifts.

As "drives" for the attainment of important objects are the fashion today, why not start one by yourself, sending in a subscription to the fund if you have not already done so? In your own community you have brother florists; why not make a little drive and send in a community subscription? You would feel the better for it.

Remember, all subscriptions are published.

JOHN YOUNG, Secy.  
1170 Broadway, N. Y., Nov. 9, 1918

## NEW RUST PROOF ASPARAGUS STRAIN.

Ten years of introducing, testing and hybridizing asparagus from all parts of the world by J. B. Norton, a plant breeder in the United States Department of Agriculture, has resulted in the development of a new strain of asparagus that is not only larger, more uniform, and more productive than the old varieties, but is highly disease-resisting—a virtue that American asparagus heretofore has lacked. Development of the new strain is expected eventually to stamp out the "rust," a destructive disease that swept over the country a few years ago, leaving the asparagus

fields brown and dead and wiping out the profits of the growers. Commercial quantities of the new types in Washington, D. C., recently sold for more than double the price of other asparagus.

## A WISE OWL SAID

There's too much good in the trades papers to read them hastily. Take them home with you and read them while sitting in your easy chair. Spend one evening after reading your daily paper in thinking over your profession with the help of your trades paper.

Too many florists, especially the busy retailers, simply receive the trades papers with their mail, give it one glance and that ends it.

Now instead of that, a wise owl said to me one day: "Don't look at your trades paper during your business hours; take it home and give it a little more time than usual." Every since that I have learned a lesson. I did take my paper home and to my surprise many a pleasant evening I have spent in digging deeply into the resources of our trades papers. Many a dollar I have made, too, by studying these papers and gaining more knowledge of my profession. In the ads. as well as the write-ups of our trades papers there is a key that can make you ring up sales a great deal more often than you imagine. Since I have been taking my trades papers home, I feel very much disappointed when they do not show up promptly in my mail. Try it and convince yourself.

ALBERT POCHTELON



# HORTICULTURE

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Telephone, Beach 292

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**Victory** At last, at last, sooner than most of us dared to hope, the triumphant end has come and we can already feel the glow of the glorious sunlight of promise. This sorely buffeted world sees the end of the more than four years of titanic struggle against a debolical orgy of wanton destruction and brutal bloodshed unparalleled in history. The stupendous sacrifices, privations and horrors which humanity has had to bear have, we hope, gone never to be repeated and the mighty carnival of joy which has swept to every corner of our country during the past

few days is well justified in the results which we have so effectively helped to bring about. Now may we return to the cultivation of the arts of peace, to the beautifying of the earth with verdure, with fertile fields and gardens and flower-decked homes. It is our proud privilege, as florists and horticulturists, to share conspicuously in this humane and beneficent work of restoration and beautifying. Arouse! The night has gone.

## The "help" question

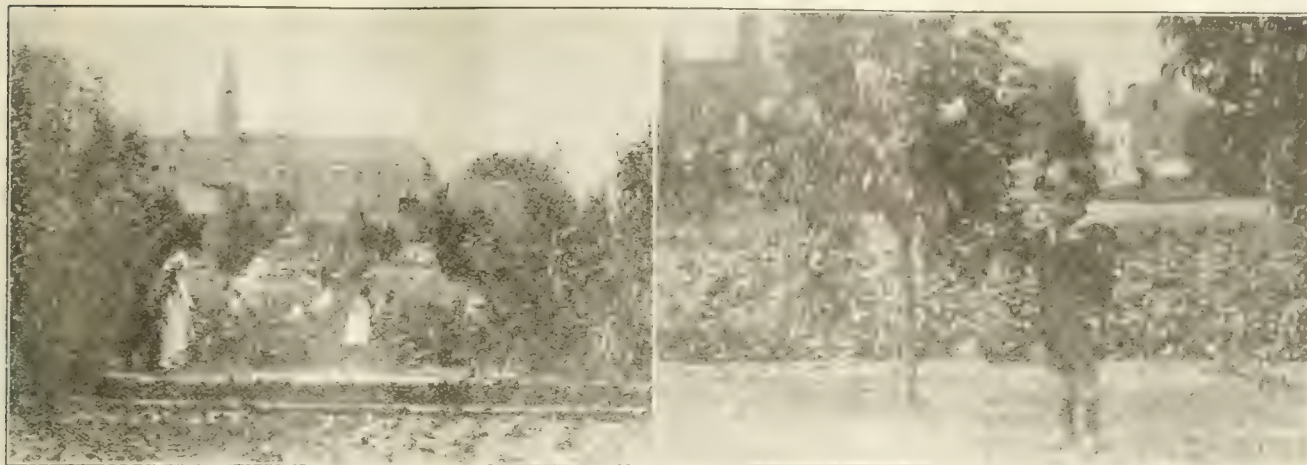
The "help" question has been a difficult problem for the florist, seed and nursery interests during the past year. Many of the most efficient and capable men—and women, as well—are serving their country. To adequately fill the vacancies has been impossible and labor wages have been kited to a prohibitive limit, with but little of even the most incompetent to be obtained. As a nightmare subject this help problem has been a pertinacious companion to the disheartening fuel situation for many. But, glory be, the trend of events now seems to indicate that the problem will presently solve itself, in the turning loose of the millions of war-industry workers and wage profiteers and the returning legions of young men from service "over there." As to the wage profiteers contingent the business owes them little consideration and the coming situation, as compared with what has been for the past year, will be a case of "the boot on the other leg." As to the returning soldiers, however, it will be different. Every one of these has well earned the right of, at least, first attention and we believe they will generally get it. Especially so in the case of those partially disabled, should every chance possible in the horticultural field be given. It is their merit. It is our duty.

## Thanksgiving business

The first general holiday of the new season approaches; the first and also the best the people of this country have had occasion to celebrate for a long time. Thanksgiving Day, with a greater significance to the American people and more to be thankful for than ever before. The alert florist, alive to the sentiment of thanksgiving and rejoicing that pervades the land, will present in his show window appealing demonstration of the appropriate and beautiful part which his produce and his art can and should take in a proper observance of this joyful occasion. And, in our opinion, this should be done florally. Representations of farm scenery and old-home surroundings, corn stalks, pumpkins, turkeys and the like—reminders of the old-home idea and the feasting, which are so reminiscent and appetizing, have they any great value as direct stimulants to flower buying or do they present any adequate compensating merit? They may attract crowds of spectators but a window display that fails to impress upon the onlookers the idea that flowers are an essential feature of the Thanksgiving celebration is to that extent unprofitable and a waste of opportunity. Should one feel disposed to invest in an elaborate window scene for the occasion, an equally sensational effect may be produced by an arrangement which will better serve as a stimulus to "Say it with Flowers" at every Thanksgiving board. Any clever window dresser having creative ingenuity and keeping that thought in mind should not find it difficult to set forth a window scene which will persuasively speak for itself to that effect. It is to be hoped that the flower trade everywhere may rise fully to the favoring occasion which thus presents itself and strive to make this coming festival a record Thanksgiving Day for the florist.



## CARING FOR THE WOUNDED IN FRANCE.



Assisted by supplies of clothing, sheets, etc., secured from the American Red Cross, many of the convents in and near Paris have been turned into hospitals for wounded soldiers, while the large, beautiful gardens which are found at nearly every con-

vent in Europe are still cultivated, that the wounded may be cheered by the bright flowers.

The accompanying photographs show the gardens at one of the large convents near Paris, which is now used as a 50-bed hospital. Beside the rose

tree, which is one of the many cultivated here, is 'one of the children now under the protection of the Sisters, who not only take care of and educate the children but also tend the wounded soldiers brought to them for nursing.

C. L. L.

## THE GINGER JAR.

And now for the glorious awakening. Let every one plant and sow and cut and propagate and advertise in HORTICULTURE. Now is the time. Four years of hold-up lets the world loose. Get busy—one and all!

Now that the war is over we are hoping that the U. S. mail service between Boston and Philadelphia will get back to normal, so that the trade's favorite paper may reach them on time—as it has always done—until this world war started.

We will hear less now of the stoppage of horticulture and the growing of flowers. So the ground hog may take courage of hope—and feel once more that life is worth living. The seed merchant may publish his catalog, and the nurseryman may send his men out on the hobo track. The glorious climate of California will loom up once more as an inspiring vision and the greenhouse builder may look with gilded hope to the land of the setting sun where Jack Frost holds sway. The car is on the track again, and all is well. We celebrate now the post mortem of the arch polecat of the universe—alias the skunk. Amen.

Which is the finest—to stick to our thoughts, of which we haven't any until we read the morning papers, or to wait until Woodrow lets loose the truth on us? John Burton thinks we should do a lot of listening, and not do too much talking. John Westcott

has no such conservative idea. He says, "Let's all get out and hustle. Now's the time to clear out the sea drift in the stream opening; never mind if it's only 3 a. m.—never mind about my pajamas. Now's the time. Hail Columbia." So it looks as if the commodore had the best of it. He is 77. Eleven times seven is seventy-seven. Things happened at 11 a. m. the 11th of the 11th month, so it looks as if it was "come eleven" for the commodore.

GEO. C. WATSON.

## THRIFT STAMPS ALWAYS GOOD.

It has been called to the attention of the National War Savings Headquarters, that there is current a misapprehension as to the value of Thrift Stamps at the end of this year. A number of people have made the statement that they would not feel warranted in urging the purchase of Thrift Stamps in December, for at the end of the year these would be valueless because 1919 would bring in a new issue.

The United States Government has no desire or intention of defrauding any holder of a government security or of taking away any part of the value of these securities by any technicality. B. Mason Hamlin, Acting State Director, says: "We are very pleased to say that Thrift Stamps bought on the very last day of the year, although not sufficient at that moment for exchange into a War Savings stamp, will be taken care of by the government and turned into the

issue of the new War Savings Stamps by the payment of the amount due to make up the cost of the War Saving Certificate. There will be no penalty attached."

To make this statement doubly sure, there is appended an order from the Secretary of the Treasury in Circular No. 101, which reads as follows:

"The Secretary of the Treasury will make provision for the exchange of Thrift Stamps after December 31, 1918, into War Saving Certificates, Series of 1918, upon payment of the additional amount then required, or into some other series, or will otherwise protect the interest of holders of Thrift Stamps."

This should set at rest finally all intimation that the National Government will not protect the smallest holders of its securities. Such assurance should not be necessary, but obviously it is.

## COOL GREENHOUSE PLANTS.

The following is a limited list of plants which in these days of scarce fuel can be wintered successfully if frost is just excluded—in fact, some of them would stand a certain amount of frost with impunity: *Deutzias*, *Hydrangeas*, *Philadelphuses*, *Sparmannia africana*, *agapanthuses*, *Vallota purpurea*, *Francoas*, *Trachelium caeruleum*, *Crassula coccinea*, *Cinerarias* (easily injured by frost), herbaceous *Calceolarias*, *Schizanthuses*, *Myrtles*, *Aloysia citriodora*, *Eucalyptus Globulus*, *Geraniums*, *Fuchsias*, *Crinum*s and others. *The Garden*.



## CLUBS AND SOCIETIES

### NEW YORK FLORISTS' CLUB.

A meeting of the club was held on Monday evening, November the 11th, in the club's rooms, Grand Opera House Building. The attendance was rather lighter than usual, owing to the general rejoicing going on all over the city due to the celebration of the close of the war. President Schenck presided and opened the proceedings with a reference to the importance of the evening in a national way, and hoped that the meeting might go on record as a patriotic one for the florists. He reported as a result of the club's work on the recent Liberty Loan drive the selling of bonds to the amount of \$400,000, a sum greatly exceeding that turned in from the trade for the previous loan. A letter was read from Governor Strong of the Federal Reserve Bank, expressing his great satisfaction at the liberal subscription through the New York florists. Mr. Schenck mentioned as particularly ardent workers; F. H. Lea, who sold bonds to the amount of \$65,000; Lord & Burnham Co., who were in great part responsible for the large amount raised at the club's last meeting, and Robert E. Berry, who sent up from Virginia, where he is now located, \$500 for bonds which he perhaps could have placed to better advantage with his local committee. The Chair called upon Patrick O'Mara, who was present, to receive congratulations from the club upon the completion by him of a period of 50 years' service with the firm of Peter Henderson & Co. Mr. O'Mara accepted the congratulation in his usual graceful manner, and gave a little sketch of his duties during all those years. C. H. Totty presented Mr. O'Mara in behalf of the club, a beautiful bunch of the new rose Premier.

Philip F. Kessler was called to the floor to receive congratulations on reaching his forty-fifth birthday at the close of the war. "Phil" responded by inviting all to indulge in a turkey lunch at the close of the meeting, the same to be provided by him at his own expense.

The Flower Show Committee, through P. W. Popp, reported that the committee would decide in a few days whether it would be advisable to hold a spring flower show next year.

The committee on nominations for officers for the ensuing year reported as follows:

For President—Chas. Schenck, John Canning, Philip F. Kessler.

For Vice-President—P. W. Popp, Emil Schloss, Chas. Knight.

For Secretary—John Young, John H. Pepper, J. G. Esler.

For Treasurer—W. C. Rickards, Jr., T. B. DeForest, A. T. Bunyard.

For Trustees—Patrick J. Smith, E. C. Vick, Wallace R. Pierson, Max Schling, Percy B. Rigby, A. T. De La Mare.

Resolutions were presented on the deaths of C. B. Weathered, Jr., A. V. D. Snyder and L. Schmutz, Jr., and the same were passed. The secretary reported the deaths of R. M. Ward and Walter H. Siebrecht, members of the club; the wife of C. O. Giessler, Wm. Weber, son of Charles Weber, and a brother of Arthur G. Vescelius. Committees were appointed to prepare resolutions in these cases.

C. H. Totty reported the result of the hearing recently held before the Federal Board of Horticulture in regard to a proposed prohibition of plant imports, accounts of which have already been published. Arthur C. Radice was elected to membership and Clarence Ankers of Rockville Centre was nominated for election. There was a short discussion on the coal situation and the various restrictions placed upon the consumption of fuel by florists, but no action was taken, it being the opinion of the meeting that the time would soon come when all embargoes would be raised. A committee of two was ordered to be appointed to look into the matter of appointing representatives to a conference shortly to be arranged by the United States Chamber of Commerce, with a view to forming a florists' section in the Chamber.

There was the usual array of exhibits of flowers for inspection by the committee on awards. The following awards were made:

A. N. Pierson, Inc., Cromwell, Conn., collection of pompon and single chrysanthemums, also exhibition variety Barbara Davis; silver medal.

R. L. Dunn, St. Catharines, Ontario, Canada, vase of new chrysanthemums, sport of Wm. Turner, scoring 85 points; preliminary certificate.

C. H. Totty Co., Madison, N. J., vase of new rose Premier, scoring 91 points; preliminary certificate.

### AMERICAN ROSE SOCIETY.

Resolutions of Executive Committee on the death of Admiral Aaron Ward:

Whereas, since the last session of the Executive Committee of the Ameri-

can Rose Society our friend and counselor, Admiral Aaron Ward, has passed into the "Great Beyond," and

Whereas, we feel keenly the loss of his wise counsel in the work of the Society where his keen love of roses and his thorough knowledge of their culture both in this country and abroad made his membership in this Committee and in the Society of inestimable value, therefore be it

Resolved, that we express to Mrs. Ward and family our sense of loss, our deep sympathy for them in their bereavement, and our appreciation of the rare quality of the character of Admiral Ward; and be it further

Resolved, that a copy of these resolutions be sent Mrs. Ward, a copy spread on the minutes of the Society, and copies inserted in the horticultural press.

### MASSACHUSETTS HORTICULTURAL SOCIETY.

List of the awards made at the Autumn Exhibition of Plants, Flowers, Fruits and Vegetables, November 6 and 7, 1918:

#### Awards for Plants and Flowers.

Silver Medal: Albert C. Burrage, group of orchids and foliage plants; Joseph Manda, *Cypripedium insigne* Sanderae; E. S. Webster, gard. Peter Arnott, *Begonia Exquisite*; E. S. Webster, twelve specimen plants of Winter-flowering Begonias.

Certificate of Merit: F. Dorner & Sons Co., Carnation No. 119, Miss F. P. Mason, Chrysanthemum "Manodnock;" Miss F. P. Mason, Chrysanthemum "Nashawtue."

Honorable Mention: F. Dorner & Sons Co., Carnation No. 167, Miss F. P. Mason, Chrysanthemum "Radio."

Vote of Thanks: Allston Conservatories, group of Flowering and Foliage Plants.

#### Awards for Fruits.

Apples—Five varieties: 1st, Augustus Hemenway, supt. Wm. R. Thomhill; 2d, Hillcrest Farm. One variety: 1st, Augustus Hemenway, McIntosh; 2d, Nathan F. Sears, Fall Piprin. Crabapple: Twenty-four specimens: 1st, Hillcrest Farm. Quinces—Twelve specimens: 1st, Isaac Locke, Champion; 2d, F. W. Dahl. Pears—Collection of eight varieties: 1st, F. W. Dahl. Four varieties—1st, Edward B. Wilder. Two varieties, 1st F. W. Dahl. One variety: 1st, W. O. Kendall, Dana Hovey; 2d, Mrs. Elbridge Torrey, Angouleme.

Honorable Mention: Mrs. R. Good-nough, basket of Eaton Grapes.

Vote of Thanks: W. G. Kendall, Vergennes Grapes.

#### Awards for Vegetables.

Collection of Vegetables—Fifteen varieties: 1st, James A. Neal. Collection of four varieties: 1st, Hillcrest Farm.

Honorable Mention: Faulkner Farm, Carter's Sunrise Tomato.

Vote of Thanks: Mrs. Augustus Hemenway, Jr., Hubbard Squash.

## TARRYTOWN HORTICULTURAL SOCIETY.

Owing to war conditions, the usual large fall exhibition was omitted and a small exhibition was held on Thursday, November 7th, 1918, in the society's own rooms in the Corporation Building.

Competition was open to members of the society only. While the exhibits were not large, the quality of same was equal to that of any previous exhibition. A particularly fine lot of fruit was exhibited, principally by Dr. C. C. Brace and Mrs. Stanley J. McCormick. There were also fine exhibits of chrysanthemums, etc., by John D. Rockefeller, Finley J. Shepard, Dr. C. C. Brace, Emil Berolzheimer, J. I. D. Bristol, David L. Luke, Robert Mallory, and Henry Sidenberg. An exhibit of pot plants of chrysanthemum Nagiroc, by Finley J. Shepard, grown in 6-inch pots attracted a great deal of attention. These plants were particularly well-grown and made a fine exhibit. A cultural certificate was awarded this exhibit. The largest chrysanthemum was a bloom of Queen Mary, shown by Emil Berolzheimer.

A box of apples arranged in the form of a red cross was exhibited by Dr. C. C. Brace, receiving honorable mention. The flowers, fruits, and vegetables on exhibition were sold for the benefit of the Red Cross.

The judges of the exhibits were William J. Sealey of Port Chester, Robert Williamson of Greenwich, Conn., and William Smith of Port Chester.

The awards were as follows:

18 blooms Lillian Doty chrysanthemums disbudded and grown to a single stem, 1st, Finley J. Shepard, supt. Chas. S. Russell; 2d, John D. Rockefeller, supt. Geo. Wittlinger.

6 chrysanthemum blooms, 1st, Emil Berolzheimer, gard. Wm. Jamieson; 2d, David L. Luke, gard. John Elliott.

Largest chrysanthemum selected from all of the exhibits, Emil Berolzheimer, variety Queen Mary.

3 blooms of chrysanthemums, 1 each, white, pink and yellow, 1st, Finley J. Shepard; 2d, Emil Berolzheimer.

6 vases, 6 varieties Pompon chrysanthemums, 1st, Henry Sidenberg, gard. John Mair; 2d, Finley J. Shepard.

6 vases, 6 varieties single chrysanthemums, grown naturally, 1st, John D. Rockefeller; 2d, Dr. C. C. Brace, gard. Geo. McIntosh.

6 blooms white, 1st, David L. Luke. 2d, Finley J. Shepard.

6 blooms yellow, 1st, Finley J. Shepard; 2d, David L. Luke.

12 carnations, white, 1st, Henry Sidenberg; 2d, Robert Mallory, gard. Wm. Smith.

12 carnations, scarlet, 1st, Robert Mallory.

12 carnations, dark pink, 1st, Henry Sidenberg.

12 carnations, light pink, 1st, Robert Mallory; 2d, Henry Sidenberg.

12 carnations, crimson, 1st, Robert Mallory.

50 single violets, 1st, John D. Rockefeller; 2d, Finley J. Shepard.

6 varieties apples, 6 each, 1st, Dr. C. C. Brace; 2d, Mrs. Stanley J. McCormick, gard. Chas. J. Wood.

3 varieties apples, 1st, Dr. C. C. Brace; 2d, Mrs. Stanley J. McCormick.

6 of any one variety of apples, 1st, Dr. C. C. Brace; 2d, Mrs. Stanley J. McCormick.

12 distinct species of vegetables, 1st, David L. Luke.

6 distinct species of vegetables, 1st, J. I. D. Bristol, gard. John Woodcock; 2d, Dr. C. C. Brace.

6 heads of celery, 1st, J. I. D. Bristol; 2d, David L. Luke.

12 onions, 1st, J. I. D. Bristol.

6 leeks, 1st, Finley J. Shepard; 2d, David L. Luke.

2 cabbage, 1st, David L. Luke; 2d, J. I. D. Bristol.

2 cauliflower, 1st, J. I. D. Bristol.

3 lettuce, 1st, Dr. C. C. Brace.

Vase chrysanthemum blooms, 1st, Miss E. W. Frothingham, gard. Michael Crehan.

Collection of vegetables, 1st, Miss E. W. Frothingham.

## Special Prizes.

Finley J. Shepard, cultural certificate for 12 pot plants chrysanthemum Nagiroc.

Mrs. Stanley J. McCormick, special prize for vegetable marrow.

Mrs. W. H. Pullan, special prize for Keifer pears.

Dr. C. C. Brace, honorable mention for box of apples.

## Premiums Awarded.

## CHRYSANTEMUMS—PLANTS.

## Specimen Bushes.

Yellow: J. R. De Lamar, Glen Cove, N. Y., gard. Robt. Marshall, 1st.

White: J. R. De Lamar.

Pink: J. R. De Lamar.

Any other color: J. R. De Lamar.

Anemone or single: J. R. De Lamar.

## Specimen Standard.

J. R. De Lamar, 1st. Peter Hauck, Jr., East Orange, N. J., gard. Max Schneider, 2d.

## Specimen, Odd Shape.

J. R. De Lamar.

## CHRYSANTEMUMS—CUT FLOWERS.

Commercial Growers. Stems not less than 3 feet.

Vase of 20 blooms: C. H. Totty, Madison, N. J.

Stems not over 15 inches.

Collection of 25 varieties: C. H. Totty.

Collection of pompons, 25 varieties: C. H. Totty.

Collection of singles, 25 varieties: C. H. Totty.

## Non-commercial Growers.

6 white: Percy Chubb, Glen Cove, N. Y., gard. Robt. Jones, 1st.; J. R. De Lamar, 2d.

6 pink: Percy Chubb.

6 yellow: Percy Chubb.

6 any other color: Percy Chubb, 1st; J. R. De Lamar, 2d.

## Stems 18 inches.

12 vases, 12 varieties, 3 of each: Percy Chubb.

6 vases, 6 varieties: Percy Chubb. Stems not over 15 inches, all named kinds.

Collection of 12 varieties: Percy Chubb.

6 varieties: D. E. Oppenheimer, Yonkers, N. Y.

Collection of singles, 12 varieties: Mrs. Payne Whitney, Manhasset, N. Y., gard. Geo. Ferguson, 1st; Theo. R. Hoyt, Stamford, Ct., gard. Jas. Foster, 2d.

Pompons, 12 varieties: Mrs. Payne Whitney.

Anemones, 12 varieties: Mrs. Payne Whitney.

## Table Decoration.

Mrs. Payne Whitney.

## ROSES.

## Commercial Growers.

50 light pink: C. H. Totty.

New variety, not in commerce: C. H. Totty, silver medal, for Premier.

## Non-commercial Growers.

18 red: Mrs. Louisa U. Skidmore, Great Neck, N. Y., gard. Louis Piantin, 1st; Mrs. J. Hood Wright, N. Y. City, 2d.

18 deep pink: Mrs. Louisa U. Skidmore.

18 light pink: Mrs. Louisa U. Skidmore, 1st; Mrs. J. Hood Wright, 2d.

18 any other color: Mrs. Louisa U. Skidmore, 1st; D. E. Oppenheimer, 2d.

## CARNATIONS.

## Non-commercial Growers.

18 white: Sidney M. & Austen Colgate, Orange, N. J., gard. Wm. Reid, 1st; J. B. Cobb, Stamford, Ct., gard. A. Alius, 2d.

18 Enchantress shade: J. B. Cobb, 1st; Mrs. Payne Whitney, 2d.

18 Winsor shade: Mrs. Payne Whitney.

18 Lawson shade: J. B. Cobb.

18 scarlet: J. B. Cobb.

18 crimson: Mrs. Payne Whitney.

18 yellow: Mrs. Payne Whitney.

18 variegated: J. B. Cobb, 1st; Mrs. Payne Whitney, 2d.

## NEW PLANTS.

Lager & Hurrell, Summit, N. J., for an Epidendrum, silver medal.

## ORCHID PLANTS.

## Commercial Growers.

Collection: Lager & Hurrell.

## VEGETABLES.

Collection of not less than 20 kinds, arranged for effect: Mrs. Payne Whitney.

## Non-commercial Growers.

Collection of 12, arranged for effect: Miss M. Valentine, New Canaan, Ct., gard. A. V. Carver, 1st; Mrs. C. I. Hudson, East Norwich, N. Y., gard. John Thomson, 2d.

## FRUITS.

2 bunches black grapes: Chas. S. Smith, Stamford, Ct., gard. A. Peterson.

## SPECIAL PRIZES.

The Society's silver cup, valued at \$100, was awarded to the group of trained chrysanthemum plants exhibited by Mr. J. R. De Lamar.

The Silver Achievement Medal of the Garden Magazine was awarded to Mrs. Payne Whitney for her exhibit of vegetables.

W. A. Manda, South Orange, N. J., collection of Tradescantias, silver medal; for Fourcroya Watsoni, silver medal.

Mrs. Payne Whitney, Salvia leucantha, vote of thanks.

Mrs. Geo. D. Pratt, Glen Cove, N. Y., dehydrated vegetables and fruit, silver medal.

Howard Phipps, Westbury, N. Y., gard. L. J. Muller, seedling chrysanthemums.

Mrs. H. W. Chapin, Flushing, N. Y., hardy chrysanthemums.

Mrs. F. Allen, Pelham Manor, N. Y., gard. Jas. Linane, collection of dahlias.

E. H. Wells, Montclair, N. J., gard. Alex. Robertson, single pink seedling



chrysanthemum, honorable mention.

Mrs. C. I. Hudson, onions "Invincible."

J. R. De Lamar, pagoda chrysanthemum plant, gold medal; for three others, cash, also for display of fruit.

John Scheepers, N. Y. City, winter-flowering begonias, cash; everbearing raspberry "La France," certificate.

Theo. R. Hoyt, Stamford, Ct., Cypripedium Sedeni.

J. A. Manda, West Orange, N. J., display of Cypripedium insigne Sanderae, gold medal; new hybrid Cypripedium Sgt. Manda, silver medal.

Julius Roehrs Co., Rutherford, N. J., display of orchids.

Bobbink & Atkins, Rutherford, N. J., display of Phoenix.

#### GARDENERS' CONFERENCE AT BOSTON.

The New England gardeners' conference which was scheduled to be held in Boston, Oct. 18th, but postponed owing to the epidemic, will be held at Horticultural Hall of that city under the auspices of the Boston members of the National Association of Gardeners, on Friday evening, Nov. 22nd. The meeting will be called to order at the early hour of 6.30 o'clock to permit of ample time for a full discussion of the subjects to be presented.

Several prominent speakers will address the meeting. The subjects on which they will speak will include The Post-War Problems Confronting the Gardener; The Effects of Plant Import Restrictions on American Horticulture; and Perpetuating the Gardening Interest Aroused by the War Gardens.

All affiliated with the profession of gardening are invited to attend. Following closely on the announcement of the great Victory of World Democracy the evening's program will provide a fitting celebration of this glorious event.

M. C. EBEL, Secy.

#### GARDENERS' AND FLORISTS' CLUB OF BOSTON.

The next regular meeting will be held at Horticultural Hall on Tuesday evening, Nov. 19, at 7.30 o'clock. Officers for 1919 will be nominated and there will be short, practical talks on vegetables by several members. There will be an exhibition of winter vegetables and late chrysanthemums, which promises to be very interesting, and other business of importance.

All members and any gardeners outside our ranks are cordially invited to attend the local conference to be held by the National Association of Gardeners in Horticultural Hall on Friday evening, Nov. 22d, at 6.30 o'clock. There will be patriotic addresses and some very important problems pertaining to the craft will be discussed.

W. M. CRAIG, Secy.



TRAINED CHRYSANTHEMUM, Mrs. R. H. PEARSON.

Winner of Gold Medal at New York. Exhibited by Capt. J. R. De Lamar, Supt. Robt. Marshall.

#### HORTICULTURAL SOCIETY OF NEW YORK

The annual fall exhibition of this society was held at the American Museum of Natural History, from November 7th to 10th. While the show was much smaller than those of previous years, yet it was very meritorious in the quality of material shown and number of sensational entries as shown in the following list of prize awards. John Canning, the chrysanthemum wizard of previous years was not in evidence this time but his place was creditably filled by Robert Marshall of the De Lamar estate at Glen Cove, as the illustration which appears herewith amply testifies. There was a most remarkable collection of vegetables.

#### CHRYSANTHEMUM SOCIETY OF AMERICA.

##### Reports of Committees.

The following reports of new chrysanthemums exhibited have been submitted by the committee appointed by the society:

At Cincinnati, Nov. 2, by Elmer D. Smith & Co., Adrian, Mich., Adrian, bluish white, Jap., points ex. 82;

Cheyenne, amber shaded pink, Jap. ref., points ex. 83; Pomona; white, lemon center; anemone, points ex. 89; Sun Glow, yellow, Inc., points com., 86. At Chicago, Sun Glow received com. points 92, Pomona, points ex. 95 and Cheyenne, points com. 92; Cometa, pink, pompon, points ex. 95; Artisan, blush white, Jap., com. points, 91; White seedling, white, Jap., com. points, 83.

At New York, Nov. 2, exhibited by Chas. H. Totty, Madison, N. J., Mildred Presby, pink, single, com. points, 95; Nov. 6, Mrs. Charles Cleary, bronze red, single, com. points, 90; Lily Neville, white, single, com. points, 94; Cloriana, bronze, single, com. points, 89. Exhibited by Wm. Whitton, Flagler est., Greenwich, Conn., No. 3, red, single, com. points, 78; No. 4, bronze, single, com. points, 89. Mrs. J. Leslie Davis, Haverford, Pa., Mrs. J. Leslie Davis, pink, Inc., ex. points, 88.

At Boston, Nov. 2, exhibited by S. R. Cowey, Walpole, N. H., Monadnock, yellow, anemone, ex. points, 90; Radio, pink with yellow center, anemone, ex. points, 90.

CHAS. W. JOHNSON, Sec.



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### DURING RECESS.

#### Chicago Bowlers.

The florists have not only kept up their interest in bowling during the trying days of the influenza, supporting two leagues, but have entered the Chicago Bowling Association Tournament, which opens Nov. 30th at Ben-singer's Randolph Street Alleys.

Those taking part in this are Wm. Lorman, Ed. Martin, J. A. Huebner, F. Price and P. Olsem.

Scores of last week are:

#### Central Club

##### North Chicago League.

	1st Game	2d Game	3d Game
Lorman	171	182	149
Muller	172	150	158
Huebner	190	125	210
Martin	135	158	148
Price	179	147	165
Totals	847	762	830

#### Central Club

##### Kaad's League.

	1st Game	2d Game	3d Game
Lorman	178	193	195
Wolf	158	131	169
Huebner	181	172	196
Price	181	203	191
Olsem	190	228	195
Totals	888	927	946

### THE NEW SYMBOL.

By Jeanne Judson.

"Hope springs eternal in the human breast"

The holly holds its green throughout the year,

And through the world's great travail, East and West

Still hope, and hoping, conquer fear.

These are old Christmas symbols, hallowed, blest,

Shining through years gone by with brilliance white

Now a new symbol greets the Holy Guest,

The small Red Cross of Christmas sheds its light.

On battlefields, in cities desolate—

Villages, sad with their new crucified, The victims of the Barb'rous hymn of hate—

It shines, and cries again "They have not died."

Wee childish hands have held the cross on high,

Symbol of that new day for which we wait,

It's red shines with the dawn light in the sky,

It's white the love divine that conquers hate.

### PUBLICATIONS RECEIVED.

The following review of Professor Trelease's new volume appeared in last week's issue of HORTICULTURE but unfortunately in such a mixed up condition owing to a disarrangement of the type lines that we take opportunity to repeat it here in proper shape:

Winter Botany, by William Trelease, Professor of Botany in the University of Illinois.—Professor Trelease has given us a new and a very useful book, which will be widely welcomed by the many people who are interested in trees and shrubs and will be delighted to possess a sure means through which the woody plants may be recognized in winter, sometimes

more certainly than when in flower. The undertaking has been put through with Professor Trelease's well-known thoroughness and attention to detail and nothing of its completeness in its field has been published before. It is a companion volume to the author's Plant Materials for Decorative Gardening, previously published, of convenient size for carrying in the pocket and is on a corresponding plan as to keys and descriptions. The purpose of the volume, naming our common trees and shrubs when without foliage involves a close accounting for small differences between small parts, and so each genera is illustrated by detail drawings showing twig, bud scar, pith, etc., enlarged uniformly to three diameters. The key to the genera which forms the first chapter will be found simple, direct and conclusive and by the further use of the keys to species, systematically arranged under each genus, natives and introduced species, as well as genera may be readily named in nearly every case.

Although conifers are excluded, the first volume being sufficiently serviceable for their identification at any season of the year, the present volume deals with 326 genera belonging to 93 families and although species and varieties are not differentiated to the same extent as in the earlier volume, the keys lead to the names of about 1100 such forms.

HORTICULTURE can supply copies of this book at the publisher's price of \$2.50 post paid.

### What Paid You This Fall?

YOU know that CHRYSANTHEMUMS (needing little fuel) was the Premier Paying Crop this Fall never such a demand and return. Get in Line for next Year by Stocking up now with the Best Varieties; Stock Plants of best Paying Kinds, \$5.00 per 100, \$30.00 per 1000. List is: Marigold, Foley, Yondota, Helen Lee, Odessa, Patti, Wells, White, White Chieftain, Harvard, Oconto, Early Frost, Wells Late Pink, Seidewitz, Chrysolora, Golden Queen. May be assorted at 100 or 1000 rates. Cash. Big Stocks, Order Today.

I. M. RAYNER, GREENPORT, N. Y.

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## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Belgiano, Washington, D. C.; First Vice-President, Wm. C. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Seeds Placed in Class 1.

Attention is called to the statement in the issue of the Seed Reporter for October 5, 1918, that seeds have been placed in Class 3 of the Preference List by the Priorities Division of the War Industries Board. Upon further consideration of this matter by this Division of the War Industries Board, seeds have been placed in Class 1.

The purpose of this classification is to insure the placing of seed in the hands of farmers and gardeners in ample time for planting. It is a recognition of the importance of seed in the food production program. It is intended by this to expedite in every way possible the necessary cleaning, handling, and distribution of seeds from producer to consumer, either directly or through legitimate seed handling agencies or distributors. Advantage should not be taken by this classification to facilitate the movement of seeds for purely speculative purposes. Such action on the part of seedsmen will be prejudicial to the interest of the trade as a whole and should be discouraged in every way.

#### Onion Set Conditions at Chicago

Onion sets in the Chicago district have turned out very much better than was anticipated in the summer and early fall. During the harvesting season the crop appeared short. Though the acreage planted to onion sets this year was much larger than last year, it is estimated that the acreage of sets harvested this year was less than that of last year. The yields, however, were better, averaging on the South Side of Chicago, about five bushels for each pound of seed sown, and on the North Side, five and a half to six bushels per pound sown. No survey of total production has been made, but dealers estimate that the production for 1918 is about 80 per cent. of that for 1917. The sets were harvested under ideal weather conditions and the quality is excellent.

The active shipping season from growers' to distributors' hands is over. The outside demand is quiet and prices have declined about 25 cents per bushel from those prevailing

about thirty days ago. Most of the independent growers having a surplus quantity of sets have sold them, and while a few sets are still being offered, they do not find ready sale.

Present quotations, for prompt shipment, based on 32 pounds per bushel, are \$2.00 per bushel for yellow; \$2.00 to \$2.20 for red; and \$2.50 to \$2.75 for white onion sets. Quotations for January shipment are about \$2.25 for yellow; \$2.40 for red, and \$3.25 to \$3.50 for white onion sets.

#### Conference Relative to Exports of Vegetable Seeds

A conference of Government officials and seedsmen was held in the office of the Seed Reporting Service, October 11, 1918, following the receipt by the Seed Reporting Service of the data requested in the vegetable seed export inquiry to which reference was made in the issue of the Seed Reporter for October 5. There were present at this conference representatives of the Shipping Board, War Trade Board, U. S. Department of Agriculture, Canadian Seed Commissioner, and the War Service Committee of the American Seed Trade Association.

The data presented by the Seed Reporting service giving for the different kinds of vegetable seeds the carry-over on July 1, the imports and exports for several years, the production for 1916 and 1917 and estimated production for 1918, considered in connection with figures giving total quantities for which export applications had been or probably would be made for 1918, showed that with most items there would be an ample supply to provide for domestic requirements and for all of the applications for export to Canada and to Allied countries overseas. These data were considered in connection with other factors which enter into obtaining or granting export licenses for seeds and difficulties attendant thereto, in order that the situation might be clarified and the granting of licenses and the making of shipments expedited as much as possible.

The import requirements of vegetable seeds of some of the Allied countries are not fully known, but in the absence of accurate information relative to such requirements, permission to export all those kinds of vegetable seeds of which there is an ample supply both for this country and for the orders already placed for our Allies, probably will be granted up to the total amounts indicated by the export inquiry unless withheld at the request of representatives of the countries to which shipments are

to be made. No export licenses are granted until the approval of such representatives is obtained indicating that shipping space can be spared for this purpose.

Permission to export overseas the seeds of mangel beet, sugar beet, cabbage, cauliflower and turnip probably will not be granted except in special cases.

#### Value of Onions.

Editor HORTICULTURE:

I notice in the HORTICULTURE of November 2nd, page 441, a little article on "Onions Save Soldiers' Lives," advising people to grow larger quantities of onions. If the article is true and the people and soldiers in foreign countries require onions, I don't see the necessity of urging people to grow larger quantities when the country is simply flooded with them now. The market price in the vicinity of Rochester is only from 35 to 50c. per bushel, much less than the growers can produce them. In fact, most varieties of vegetables are selling below cost to the growers. Carrots and Danish cabbage are \$10.00 per ton, and there is no market at all for domestic cabbage at any price. Turnips sell at \$15.00 to \$18.00 per ton and potatoes at \$1.00 per bushel.

The farmers and growers have made an extra effort to supply the great demand, resulting in very low prices and in many cases no market at all; in fact, it has been overdone, and unless higher prices are paid, you will find that there will be less grown. Yours very truly,

CHAS. H. VICK.

(The paragraph commented on by Mr. Vick was furnished from government sources.—Ed.)

#### A Good Pea.

If any seedsmen wants a garden pea for next season's trade that will win the high opinion of his customers, or if any grower wants to sow something specially good, let me suggest "Union Jack" as one that will reach the goal. This is not my opinion alone, but that of men who have put it to the test this season. To describe Union Jack as a dark green "Senator" is to convey a very good idea of its qualities, but it has on some Trial Grounds proved even a heavier cropper than the older prolific bearer.—Hort. Trade Advertiser.

#### More Dutch Bulbs.

As we go to press the news comes of the arrival yesterday (Nov. 13) of a large cargo of Dutch bulbs at New York. Ordinarily, this arrival at so late a date would be of but little

value to the trade, but as bulbs have so far been in short supply and considerable demand unsatisfied, the open season and mild temperatures prevailing generally over the country may, if acted upon promptly, make possible the easy assimilation of this belated arrival.

#### Notes.

**Spokane, Wash.**—The Spokane Seed Co. has increased its capital stock to \$100,000.

The Western Seedsmen's Association met on November 9, at the Hotel Baltimore, Kansas City, Mo.

The annual meeting of the Wholesale Seedmen's League was held at the Hardware Club, New York, on November 14.

The executive committee of the American Seed Trade Association held a meeting at the Hotel Bristol, New York, on November 15.

Watson S. Woodruff, of S. D. Woodruff & Sons, Orange, Conn., has been elected state senator, every town except one in the fourteenth senatorial district giving him a majority—good evidence of this urbane gentleman's popularity.

#### OUTDOOR PITS FOR STORING ROOT CROPS.

Potatoes, cabbage and root crops can be stored cheaply and efficiently in outdoor pits or banks if no cellar is available. Select a well-drained spot for the pit; and a shady spot is preferable. Remove the surface soil to a depth of one foot from a circular area not more than seven feet in diameter. This will allow for a conical pile of vegetables four feet high containing about fifteen bushels. If more are to be stored, make additional pits or extend the one into a long low bank.

Potatoes and cabbage may be placed in the pit in direct contact with the soil, but for other vegetables it is better to line the pit with three or four inches of straw. When the vegetables are placed, cover them at once with a layer of straw, leaves or cornstalks to a depth of six inches, which will be all the protection needed until cold weather. Then a layer of earth from six to ten inches deep should be placed over the whole pile, and the ridge rounded off to shed the rain. To provide ventilation, the inner straw layer is allowed to protrude a few inches at the peak of the ridge. This should be

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sheltered by an inverted trough.

Large banks which are not opened until late winter or spring should be ventilated, says J. T. Rosa, Jr., of the University of Missouri College of Agriculture. This may be done in the way just described, or by a rough flue made by placing three or four stakes in the center of the pile and extending them to the exterior. This flue will carry off some of the moisture and gases given off by the stored vegetables. The flue must be closed in very cold weather.

#### NEW PLANT IMMIGRANTS OF VALUE.

The Bureau of Plant Industry includes in its recent lists of new arrival, the following:

*Berberis wilsonae* x *aggregata* (Berberidaceae), 45477. Hybrid barberry. From Bell, Maryland. Presented by Dr. W. Van Fleet, of this Bureau. "Hybrids of *Berberis wilsonae* and *B. aggregata* grown from seeds secured by pollination under glass in May, 1914. Both species are late bloomers when grown outside. *B. aggregata*, the pollen parent, is an upright grower with larger foliage than *B. wilsonae* and very showy flower clusters. The hybrids, however, are even more spreading in growth than *B. wilsonae* with very thickset foliage that turns deep purple at the approach of frost and holds on until midwinter. All the hybrids are quite uniform in appearance and are very handsome and hardy. Flowers and fruits have not yet appeared on these seedlings." (Van Fleet).

*Actinidia arguta* (Dilleniaceae), 45241. From Bronx Park, New York. Presented by Mr. George V. Nash, New York Botanical Garden. Cuttings from plants sent the New York Botanical Garden in 1898, under S. P. I. No. 235, as *A. polygama*. Introduced from Russia by N. E. Hansen. There is no finer climbing shrub for porches in this latitude than *Actinidia arguta*. Its foliage, which is of a beautiful dark green color with reddish midribs, seems to be practically free from diseases.

*Brassica pekinensis* (Brassicaceae), 45252. *Pai ts'ai*. From China. Presented by Dr. Yamei Kin, Peking, China. "Yu ts'ai. Light variety, from Yuyao, Chekiang, China." (Kin.) "Said to be a very rapid grower, com-

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ing to maturity in four weeks, or at most not more than six weeks, from the time of germination."

Edgar W. Gage, son of L. Merton Gage, of Natick, Mass., has recently been appointed a 2nd lieutenant in the Sanitary Department at Camp Devens. His elder brother, Grover Cleveland Gage, has been on the other side for the past thirteen months and is now an orderly in E Co. of the 104th Infantry.



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Albany, N. Y.—Danker.

Bangor, Me.—Adam Sekenger, 32 New-  
bury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Boston—Julius A. Zinn, 4 Park St.

Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Chicago—William J. Smyth, Michigan  
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Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.

Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.

Cleveland, O.—Knoble Bros., 1836 W. 25th  
St.

Cleveland, O.—The Smith & Fettes Co.,  
735 Euclid Ave.

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Elizabeth, N. J.—Leahy's, 1169 E. Jersey  
St.

East Orange, N. J.—Smith, The Florist.

Fall River, Mass.—Warburton, 495 New  
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Houston, Tex.—Kerr, The Florist.

Kansas City, Mo.—Samuel Murray, 1017  
Grand Ave.

New Haven, Conn.—J. N. Champion &  
Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-  
2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

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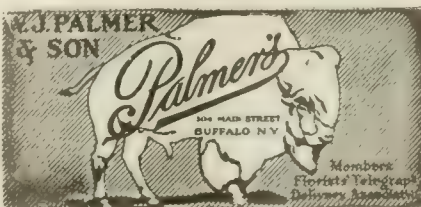
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	BOSTON Nov. 14		ST. LOUIS Nov. 11		PHILA. Nov. 11	
<b>Roses</b>						
Am Beauty, Special	20.00	to 40.00	30.00	to 40.00	30.00	to 40.00
" " Fancy and Extra	12.00	to 25.00	0.00	to 30.00	20.00	to 35.00
" " No. 1 and culls	8.00	to 10.00	10.00	to 20.00	10.00	to 15.00
Russell	4.00	to 12.00	5.00	to 25.00	8.00	to 25.00
Hadley	4.00	to 12.00	5.00	to 25.00	6.00	to 15.00
Mock Key	4.00	to 12.00	5.00	to 25.00	6.00	to 15.00
Arenberg, Hoosier Beauty	2.00	to 10.00	5.00	to 10.00	6.00	to 15.00
Ward, Hillingdon	2.00	to 6.00	3.00	to 4.00	4.00	to 8.00
Killarney, Key, Taft	2.00	to 8.00	4.00	to 6.00	4.00	to 8.00
Ophelia, Sunburst	2.00	to 3.00	4.00	to 10.00	4.00	to 12.00
Carnations	1.50	to 4.00	4.00	to 6.00	3.00	to 5.00
Cattleyas	25.00	to 50.00	50.00	to 8.00	40.00	to 50.00
Lilies, Longiflorum	10.00	to 15.00	15.00	to 15.00	12.00	to 15.00
Lilies, Speciosum	20.00	to 15.00	10.00	to 15.00	12.00	to 15.00
Lily of the Valley	4.00	to 8.00	10.00	to 8.00	10.00	to 15.00
Snappers	1.00	to 2.00	4.00	to 6.00	4.00	to 6.00
Violets	.40	to .50	1.00	to .75	.50	to 1.00
Dahlias	1.00	to 2.00	2.00	to 10.00	1.00	to 2.00
Calendula	1.00	to 2.00	1.00	to 2.00	3.00	to 4.00
Chrysanthemums	10.00	to 25.00	8.00	to 25.00	10.00	to 4.00
Gardenias	1.00	to 1.25	1.00	to 1.00	1.00	to 1.00
Adiantum	1.00	to 1.25	1.00	to 1.00	1.00	to 1.00
Smilax	1.00	to 1.25	1.00	to 1.00	1.00	to 1.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 100.00	50.00	to 60.00

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## Flower Market Reports

**BOSTON** Ice chests in all the wholesale houses and markets are filled to overflowing this week with flowers of all kinds, chrysanthemums predominating, but carnations not very far behind in the accumulation. There seems to be a pretty good business on all sides but it is far from adequate to unload the surplus which now exists and is likely to continue until the chrysanthemum supply abates. Then the tide will turn and "we shall see what we shall see."

**CHICAGO** Chrysanthemum season is now at its height.

The blooms are seen everywhere and the care of them is a big factor in the day's work. Out-of-town trade uses up the greater part of the cut and the boxing of the long-stemmed blooms means much labor. Of pompons there are too many and they are the only flower in the market of which this can be said except violets which the warm weather has put in the class of poor keepers. Of roses there are many, but all are selling and the stock is fine. Carnations are sold before they get to the store and from the appearance of the counters one would think that flower was not in season.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Nov. 11		CHICAGO Nov. 11		BUFFALO Nov. 11		PITTSBURG Nov. 11	
<b>Roses</b>								
Am. Beauty, Special	25.00	to 35.00	40.00	to 50.00	30.00	to 50.00	30.00	to 40.00
" " Fancy and Extra	15.00	to 20.00	30.00	to 40.00	15.00	to 30.00	20.00	to 25.00
" " No. 1 and culls	6.00	to 10.00	10.00	to 20.00	5.00	to 10.00	10.00	to 15.00
Russell	6.00	to 15.00	0.00	to 25.00	6.00	to 20.00	8.00	to 15.00
Hadley	0.00	to 12.00	15.00	to 20.00	6.00	to 10.00	.....	to .....
Euler, Mock	0.00	to 12.00	15.00	to 20.00	6.00	to 10.00	8.00	to 12.00
Arenberg, Hoosier Beauty	5.00	to 8.00	4.00	to 21.00	6.00	to 15.00	.....	to .....
Ward, Hillingdon	4.00	to 6.00	4.00	to 12.00	3.00	to 0.00	4.00	to 10.00
Killarney, Key, Taft	3.00	to 6.00	4.00	to 12.00	4.00	to 10.00	0.00	to 12.00
Ophelia, Sunburst	3.00	to 4.00	4.00	to 12.00	4.00	to 12.00	6.00	to 12.00
<b>Carnations</b>	2.00	to 3.00	4.00	to 6.00	2.00	to 6.00	3.00	to 5.00
Cattleyas	60.00	to 75.00	75.00	to 100.00	60.00	to 75.00	.....	to 75.00
Lilies, Longiflorum	15.00	to 20.00	15.00	to 18.00	15.00	to 20.00	.....	to 20.00
Lilies, Speciosum	.....	to .....	.....	to .....	4.00	to 10.00	.....	to .....
Lily of the Valley	.....	to 6.00	.....	to 6.00	8.00	to 10.00	.....	to 10.00
Snapdragon	.....	to .....	4.00	to 6.00	3.00	to 5.00	3.00	to 6.00
Violets	1.00	to .50	.25	to .00	.60	to 1.00	.50	to .75
Dahlias	4.00	to 5.00	.....	to .....	3.00	to 6.00	.....	to .....
Calendula	.....	to .....	2.00	to 4.00	1.00	to 2.50	2.00	to 4.00
Chrysanthemums	15.00	to 50.00	2.00	to 4.00	8.00	to 35.00	25.00	to 50.00
Gardenias	.....	to .....	.....	to .....	20.00	to 30.00	.....	to .....
Adiantum	.....	to 1.00	.....	to 1.00	1.00	to 2.00	1.00	to 2.00
Smilax	15.00	to 20.00	20.00	to 25.00	15.00	to 20.00	20.00	to .....
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 50.00

**CINCINNATI** Business is fairly good. The supply is large and able to care for every present need. Prices are fair, while shipping business continues good. Roses are plentiful. The carnation cut is becoming heavier than it was. A few lilies, single violets and callas may be had. Sweet peas are proving good property. Chrysanthemums are very plentiful.

**CLEVELAND** Liberal receipts of chrysanthemums in addition to heavier consignments of roses has had the

effect of placing supply slightly above demand, there being a small surplus of stock at the close of business November 9. Buying continues brisk but it is done with more care and deliberation than during the period of the epidemic. The chrysanthemum season is now at its height. Indications however, point to a generous supply of late sorts for Thanksgiving. Pompons of every conceivable shade and color are to be had in abundance. Receipts of carnations are larger, fancy stock fetching 6c. and the com-

(Continued on page 495)



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### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Nov. 9 1918		First Part of Week beginning Nov. 11 1918	
American Beauty, Special .....	20.00	to 50.00	20.00	to 60.00
" " Fancy and Extra .....	18.00	to 20.00	12.00	to 25.00
" " No. 1 and culls. ....	2.00	to 10.00	2.00	to 10.00
Russell .....	3.00	to 15.00	3.00	to 15.00
Hadley .....	3.00	to 15.00	3.00	to 15.00
Euler, Mock, Key .....	2.00	to 15.00	2.00	to 25.00
Arenberg, Hoosier Beauty .....	2.00	to 8.00	2.00	to 8.00
Ward, Hillingdon .....	2.00	to 8.00	2.00	to 8.00
Killarney, Taft .....	2.00	to 6.00	2.00	to 6.00
Ophelia, Sunburst .....	2.00	to 10.00	2.00	to 10.00
Carnations .....	2.00	to 4.00	2.00	to 4.00

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## Flower Market Reports

(Continued from page 493)

mon grades 4c. The shortage in greens has been greatly alleviated by the more timely arrival of boxwood and leucothoe, although the express service is far from being in a healthy condition. New England ferns continue to come in irregularly. November business is substantially in advance of that of last year and a feeling of optimism is evidenced among the growers, caused by the recent concessions of the Fuel Administration, which are interpreted as being tantamount to a full supply in the state of Ohio.

We have run into a rather dull period so far as sales are concerned—at a time too when there is a generous supply of chrysanthemums and plenty of tea roses and carnations. Beauties alone are in smaller supply and are selling at record prices for early November. With all the quietude prices generally are above the corresponding week last year though the tendency is downward with carnations in particular unless business improves, and that, we all feel, will come to pass as society is relieved of its burden of war work and the many channels that claimed its contributions of money and time. The generally excellent quality of the stock coming into the market is notable. Longiflorum lilies are not very plentiful and meet with only ordinary demand; this also applies to pink lilies. There is little change in orchids, lily of the valley does not go with a snap though the quantity received is not large. Asparagus and smilax are not moving freely.

Rather a slow week here. Too many roses for the demand, with the quality all that could be desired—a combination not experienced for many moons. Carnations in rather better favor. They

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### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Nov. 9 1918		First Part of Week beginning Nov. 11 1918	
Cattleyas	20.00	0	50.00	20.00 to 50.00
Lilies, Longiflorum	10.00	to	12.00	8.00 to 12.00
Lilies, Speciosum	3.00	to	5.00	2.00 to 5.00
Lily of the Valley	3.00	to	8.00	3.00 to 8.00
Snapdragon	25.00	to	35.00	20.00 to 35.00
Violets	.20	to	.30	.35 to .50
Dahlias				
Calendula	.75	to	1.00	7. to 1.00
Chrysanthemums	1.00	to	4.00	.75 to 4.00
Gardenias	8	to	35.00	8.00 to 35.00
Adiantum	.25	to	.50	25 to .50
Smilax	8.00	to	10.00	8.00 to 10.00
Asparagus Plumosus, & Spreng (100 bunches)	10.00	to	20.00	10.00 to 20.00

seemed to move off with less effort than anything else. In the chrysanthemum market Maud Dean, the dainty pink, is one of the leaders. There are also some fine pink and yellow Chadwicks. Of course Bonnafon is still prominent and there are some very good Razers around. Enough lilies for the demand at normal prices. Violets went a little better.

The past week has been remarkably quiet. The supply is large and the small demand means quantities of stock each day unsold. The epidemic is entirely under control and funeral work is more quiet. The market is largely filled with chrysanthemums. There is a large supply of pompons which are selling fairly well. Roses are not moving so readily. Orchids are receiving fair demand. Carnations are of good quality and more plentiful. Bouvardia is good and violets are of splendid quality but so far are moving slowly.

Peace celebrations and the influenza ban have curtailed retail business, which has been conducted mainly through the telephone. Florists are busy, however, with funeral work and roses and carnations are arriving in fine shape but have sold a shade lower than previous week.

#### VISITORS' REGISTER.

Cincinnati—Jos. Hill, Richmond, Ind.; Robert Rahaley, J. Stahelin and Tom Brown, Detroit, Mich.; Mrs. Robert Buck, Washington C. H., Ohio, and Mrs. Watts and daughter, Meridian, Miss.

#### ROCHESTER.

George Cramer is remodelling the greenhouse of Vick & Hill at Fairport.

Fred Peartree, formerly of Geo. T. Boucher, is now managing the Rosery Flower Shop.

E. R. Fry of West avenue had a big chrysanthemum sale, selling them at a very low price.

Clyde H. La Rock, formerly of Geo. Boucher, is now with Motor Transport Corps, stationed at Sheridan, Illinois.

Chrysanthemums are now on display at Highland Park. Visitors to the conservatory have been remarking on the unusual beauty of the plants. The chrysanthemums are the only plants now on display in the conservatory, all the others having been moved to other quarters in the expectation that the Park Department would not be allowed fuel. Announcement has now been made that a supply of fuel sufficient to heat all the conservatories will be allowed. A small display of chrysanthemums has been placed in the window of the Park Department in the Municipal building.

#### CINCINNATI.

Wm. Mayhall was accepted as a candidate for the Artillery Officers' Training School at Camp Taylor and had orders to report on November 21.

Burglars again entered C. E. Critchell's place on Monday afternoon during the celebration. It is believed that they were frightened away before they took anything.

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## LOCAL AND GENERAL NEWS

### BOSTON.

Joseph L. Beasley, proprietor of the W. W. Rawson flower store in Arlington, has fully recovered from his almost fatal attack of influenza and pneumonia.

A recent letter from E. H. Wilson locates that indefatigable explorer in Formosa for a two-months fall collecting tour after practically completing his work in Korea. It is not expected that introductions from Formosa will be hardy in New England but California and other warm states should benefit. He is booked for return trip in February and with his wife and daughter will reach Boston about middle of March.

Twenty airplanes piloted by 20 army lieutenants carrying wreaths of flowers, soaring a thousand feet in the air and making an occasional death-defying nose dive to within less than a hundred feet of a speeding train to toss their wreaths on a funeral car, were features in the homage paid to their comrade-officer, Lieutenant E. J. Eagan, a Boston boy, who was killed last Saturday at Langley Field, Virginia, in an airplane accident. Funeral services were held Nov. 14 at 10 o'clock from the Sacred Heart Church, Roslindale.

The Boston Floral Supply Co., together with their 75 employes and office force, celebrated Peace Day by enjoying a performance at the B. F. Keith's Theatre. The president of the concern, Samuel Robinson, accompanied the employes. The factory and office was closed during the greater part of Monday and all day Tuesday. The day at Keith's was spent very pleasantly and happily for everybody. This concern has been making a great record this season and has quickly taken its place in the front rank of hustlers in new floral enterprise for Boston and New England.

Boston was much pleased to receive a few days' visit from Alex. Montgomery, now located permanently at Hadley. He will be heard from next year by the whole horticultural world in some rose novelties that will reach the apex to date in forcing rose progress. Messrs. Montgomery have a modern splendid outfit to take advantage of the latest fuel ruling, whereby they have the privilege of 100 per cent. of their requirements. The boilers are equipped with efficient turbine blowers which supply the necessary draught to burn suc-

cessfully the small sizes of anthracite buckwheat coal in combination with soft coal. It is an ideal arrangement and worthy of installation by any up-to-date place.

The L. J. Reuter Company has been inaugurated with Louis J. Reuter, formerly of Westerly, R. I., at the helm. The office of the company will be located temporarily at 329 Waverley Oaks Road, Waltham, Mass., but some time early in the spring a Boston office will be opened. It is planned to start a sales agency for florists' stock and supplies, nursery products, perennial garden material, etc. Mr. Reuter is fortunate in the large number of friends he has in the trade and already has been assured of the co-operation of some prominent growers and some advance orders for stock are already in hand. Mr. Reuter's knowledge in this line of business and general experience will be a valuable asset, in establishing a lucrative industry in Boston.

The B. A. Snyder Co. one of our youngest wholesale houses, are about to remove from their old place on Devonshire street to new and very eligible headquarters at 21-23-25 Otis street. They will have in street floor and basement which runs through with freight entrance on Arch street, about 9,000 sq. feet of floor space with the basement devoted to a complete line of supplies and the street floor exclusively for the cut flower department. The lighting of the place is very modern and fine and there are two ice boxes, one 14 x 18 ft., the other 17 x 18 ft., with facilities unexcelled. B. A. Snyder Co. have progressed from a modest beginning, attending strictly to business but never spectacular and have fairly won the position of confidence and growing prominence which they hold today in the New England trade.

### CHICAGO.

Last year's October sales were known as totaling unusually high, but owing to the recent epidemic, business for last month is showing to have been equally large.

As the meeting took place on the night of the premature report of the ending of the war, it was too much to expect to hold the members, and the club adjourned.

The French bulbs are now keeping the American Bulb Co. busy, the stock having arrived and all in the best of

condition. A. Miller, president of the company, says the Dutch bulbs have all been sent out and orders are being refused daily.

Among the favorable comments heard regarding the new Hill rose Premier, is that it will open wide after cutting—a quality that some of the warmest admirers of the Mrs. Russell have wished for. There are others who think the color a more pleasing shade in the new rose.

The city retail florists are holding a meeting at the Congress Hall as we go to press. More interest has been shown this time in the forming of a permanent organization than before, and it is regarded as an assured fact. A constitution and by laws are to be adopted today, after which officers will be considered.

The growers of the Chicago Flower Growers' Association report the chrysanthemum crop as coming on faster than usual, and Manager Klingsporn notes the appearance this week of pompon Golden Wedding which has never before appeared till Thanksgiving. The yellow Bonnaffons now are at their best and the white Bonnaffons just coming, and Nagoya makes a fine showing on the counters.

The Chicago Florists' Club held a brief meeting on Nov. 7 and nominated the following officers: For president, Allie Zeck and Geo. C. Weiland. Mr. Weiland was not present and the following day declined to accept the nomination. Vice-president, Walter Amling; secretary, A. T. Pyfer, and treasurer Otto Amling to succeed himself. H. N. Bruns' term as trustee expires and Fred Lautenschlager was nominated.

The re-election of Peter Reinberg by a large majority shows the respect and confidence in which he is held by the people of Chicago, and florists are gratified to count him as one of their number. He was one of the pioneers in the business and has the largest plant within the city, though for some years he has not been personally interested in its care. Mr. Reinberg as president of the County Board was more than any one else, instrumental in the purchase of the eleven tracts of land, largely covered with native timber and closely linked with Indian legends and early Illinois history, which will be the permanent possession of the people of Cook Co. When the drive connecting them is completed there will be no other city in the United States supplied with such an opportunity for enjoying the great outdoors in its natural state.



## VARIOUS SHRUBS INJURED BY THE WINTER

Although it was believed in May that the Arboretum had lost a number of species by the excessive cold of the winter, the actual loss has not been as serious as it then appeared. All the plants, however, of the Japanese *Ilex crenata* were killed. These plants have been growing in the Arboretum for twenty-five years and had never suffered in earlier winters more than the loss of a few leaves. This Holly was believed therefore to be one of the few broad-leaved evergreens which could be safely used in northern gardens. Plants of the Inkberry (*Ilex glabra*), a common Atlantic and Gulf coast shrub from New Hampshire to Texas and one of the handsomest and hardiest of the broad-leaved evergreen shrubs which can be grown here, lost for the first time in the Arboretum a large part of their leaves and a few branches during the winter. The plants soon recovered, however, and are now as thickly clothed with leaves as they were a year ago. The largest plants of *Ilex opaca*, another native of the Massachusetts coast region, were killed outright, but smaller plants, although they lost most of their leaves, are still alive. One of the new Chinese species of Magnolia (*M. Wilsonii*), *Daphne genkwa* and *Lonicera Delavayi* appear to be the only species of recent introduction which have been actually killed. All the plants of *Sophora viciifolia* appeared to be dead until June when the leaves began to unfold. None of the plants flowered but they are all in good condition. All the plants of the new Chinese genus of the Witch Hazel Family (*Sinowilsonii*) appeared to be uninjured in May but many of the branches died after the leaves were fully grown, and although these plants may recover their present condition is not satisfactory.

### Evergreen Barberries.

It is a satisfaction to be able to report that the four species of evergreen Barberries from western China in the collection, *Berberis Julianae*, *B. Sargentiana*, *B. Gagnepainii* and *B. verruculosa*, are now in good condition, although the leaves of all but the last species were killed and many of those of *B. verruculosa* were injured. It may be expected therefore that these beautiful plants may continue to live in eastern Massachusetts if suitable positions can be found for them.

### Corylopsis

The two species of western China which were covered with flowers in the spring of 1917, *C. Willmottiae* and *C. Veitchiana*, were killed to the ground by the cold of the winter and

are now represented by feeble stump-shoots, and it is doubtful if these plants can be successfully and permanently grown in this climate. The Japanese *C. pauciflora* and *C. spicata*, which lost their flower-buds and some branches have not looked well through the summer but are recovering. Another Japanese species, *C. Gotoana*, which was uninjured in bud and leaf, seems destined to become a popular garden plant in the northern states.

Several other shrubs which were injured by the winter and in May and June gave little promise of recovery, are now alive and will probably entirely recover. Among them is a plant of the Japanese *Lindera obtusiloba* which, although it has been growing in the Arboretum for twenty-five years, is still one of the rarest plants in the collection as it has not borne seeds and has proved difficult to propagate. This plant is most beautiful in the autumn when the leaves during the first week in November are the color of gold. Another Japanese Benzoin, *B. sericea*, which was injured by the winter will probably recover, although this plant has suffered in less severe winters and will probably never be valuable in this climate. The two Dipeltas, a Chinese genus related to Weigela, which were killed to the ground have produced shoots from the roots. These plants, although they have flowered sparingly in the Arboretum, have suffered from cold before and it is doubtful if they can be successfully grown in Massachusetts. *Rhus Potaninii*, *Cornus paucinervis*, *Salix Bockii*, *Osmaronia cerasiformis* and *Ceanothus Wrightii* have recovered, as was predicted in the Bulletin issued on the 16th of May. The most important of these for the garden is *Cornus paucinervis* for it flowers here late in July when comparatively few shrubs are in bloom. It is a narrow shrub with numerous upright stems five or six feet high, small narrow pointed leaves with only two or three pairs of veins, small flat clusters of white flowers and small black shining fruits. If this plant proves as hardy in eastern Massachusetts as it has at Rochester, New York, it will be one of the most valuable of Wilson's introductions from western China. Coluteas bloom on the branches of the year and all the species, although they had been killed to the ground were later as full of flowers and fruits as they were in ordinary seasons.

The following plants believed to be dead in the spring are still alive, although it is doubtful if they can be permanently successful in this climate: *Stachyurus chinensis*, *Staphylea holocarpa*, *Poliothyrsis sinensis*, and *Fortunearia sinensis*. The *Staphylea*, which Wilson believed to be one of the handsomest of the small trees which he saw in China, has never done well in the Arboretum, and although there is still life in some of the small plants it is doubtful if it ever flowers here. *Viburnum ovatifolium*, which was reported in May to have been killed, has grown again from the roots, and all the Chinese *Viburnums* with deciduous leaves are now in good condition. The two evergreen species which live here, *V. rhytidophyllum* and *V. buddleifolium*, lost their leaves from the cold but are

now covered with a new growth and look as well as they usually look here at this season of the year. They are better suited, however, for a milder climate than that of New England. *Lonicera Henryi*, a Chinese species with twining stems and evergreen foliage, was killed to the ground but is growing again. This beautiful plant flowered for several years in the Arboretum and was believed to be perfectly hardy and an important addition to the smaller number of broad-leaved evergreens which can be successfully grown in the northern states.

### Broad-leaved Evergreens.

The colors which the leaves of a few of these assume in the autumn add greatly to the beauty of these plants in November. The most conspicuous change of leaf color on any of these plants is on the Rocky Mountain *Mahonia* (or *Berberis*) *repens*. From light bluish green the leaves turn to pale violet color in the autumn. This is one of the handsomest and hardiest evergreen plants which can be used here to cover the ground under larger plants; it grows only a few inches high, spreads rapidly by underground stems, and the bright yellow flowers are large and conspicuous. It is unfortunate that eastern nurserymen have not yet learned the value of this plant. The small dark green leaves of the Box Huckleberry (*Gaylussacia brachycera*) become in the autumn deeply tinged with red when the plant is fully exposed to the sun, and the leaves of *Pachystima Canbyi* are more or less tinged with violet. These are two of the rarest plants in the United States, being known now only in two localities, the first in Pennsylvania and the other in West Virginia where the *Pachystima* has not been seen, however, for nearly fifty years. The leaves of *Leucothoe Catesbaei* often turn deep bronze color in the autumn. This plant which has always been considered hardy in eastern Massachusetts, suffered seriously during the winter. Most of the plants lost the ends of their branches and their leaves, and many were killed outright in a particularly favorable position for this shrub where it had been established for nearly twenty years. The *Rhododendrons* are in good condition and generally well furnished with flower-buds, and the Laurels (*Kalmia latifolia*) have not before in the Arboretum given such promise of abundant bloom.

—Arnold Arboretum Bulletin

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### COAL FOR FLORISTS AND COMMERCIAL GREENHOUSES.

The following letter was addressed on November 8, by J. J. Storrow, Federal Fuel Administrator for New England, to all local fuel committees in Massachusetts:

Dear Sir:—Acting under authority from Washington we beg to advise you, until further notice, florists and commercial greenhouses may receive and burn bituminous coal, anthracite coal smaller than No. 1 buckwheat, or coke breeze, without restriction to the 50 per cent. quota.

This means much to those earning their livelihood by conducting commercial greenhouses. Please be kind enough to see that they are all promptly notified in your community.

The restriction against using domestic sizes of anthracite (that is, sizes larger than No. 2 buckwheat) still holds. Very truly yours,

JAMES J. STORROW,

Massachusetts Fuel Administrator.

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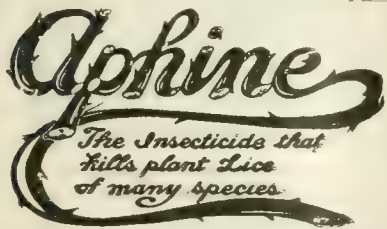
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## Obituary

Charles R. Miller.

Charles R. Miller, for many years with Walter F. Sheridan, New York wholesale florist, died Saturday, Nov. 9th, of pneumonia, at his home in Flushing, L. I. The funeral took place Tuesday morning. Interment in Calvary Cemetery.

Mrs. F. J. Reynolds.

Mrs. Reynolds, wife of F. J. Reynolds, manager for Welch Bros., wholesale florists, Boston, died from an attack of pneumonia at her home in Dorchester, Mass., on Monday, November 11, aged 31 years. She leaves two little girls motherless.

John Mackie.

John Mackie, of the firm of Armstrong & Mackie, retail florists, Eighth avenue and 45th street, New York City, passed away at his mother's home Oct. 27th, of pneumonia, at the age of 31 years. He was the brother of William Mackie, wholesale florist at 105 W. 28th street.

W. W. Wilmore, Jr.

Corp. W. W. Wilmore, Jr., aged 30 years, son of the well known dahlia specialist, Denver, Col., was killed in action while serving with a machine gun company in France. He was formerly employed by his father, and also conducted a flower shop at 412 17th street, Denver. He is survived by his widow and two small children.

Robert Closs.

William Robert Closs died at his home in Walton, N. Y., October 21, after an illness of influenza, pneumonia following. He was born in Walton, October 28, 1894. He was a faithful and respected employe of the W. T. Neal Floral Co., having worked at the greenhouse 14 years. He was married August 31st, 1918, to Miss Loia Simpson of Roscoe, who survives him.

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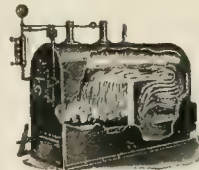




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Lecturer on Horticulture, Columbia University

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Vol. XXVIII

NOVEMBER 23, 1918

No. 21

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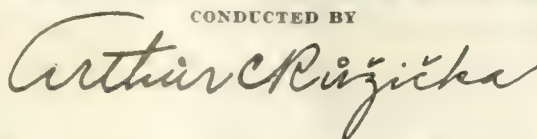
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# ROSE GROWING UNDER GLASS

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Ruzicka. Such communications should invariably be addressed to the office of HORTICULTURE.

With the war over at last growers will now take heart and many get their "second wind" and go at it with renewed energy. Happy are those who never for a moment doubted the outcome of the struggle and went right ahead as best they could under many handicaps. With no restriction as to use of soft coal for fuel, the hardest of all the obstacles has been removed, and with no further curtailment of labor, greenhouses should once more bubble with energy. Operating expenses will remain high as compared with costs prior to the war, but this must be met with increased efficiency, stoppage of leaks, elimination of all waste, and making each square foot of bench earn its quota. This can only be done by doing things right, and only the man who does things right will be here, as the slipshod grower of days gone by is fast disappearing.

## Early Propagation

Some houses that are now closed up will have to be replanted early, and it is not too early to start in to propagate, in order to have a nice lot of plants on hand. Care will have to be taken not to cut out too much flowering wood, as this would curtail the cut of flowers during January; however, by carefully going over the plants enough can be secured to insure a sufficient number of plants, without robbing the old stock in any way. If not done as yet, get the propagating house cleaned out and ready for the sand, then the sand, and run the house or bench a day or two before any cuttings are put in. In that time you will have time to find out if there is anything wrong, and also time to correct it with no danger of ruining any cuttings, which otherwise might have been in the sand. Take as many heel cuttings as you can get on the Teas. They are the best, and will make larger plants in less time than any other cutting. They will also produce plants that will break quite freely from the bottom as there is always many eyes around the heels of such a cutting.

## Soil

There is still time to put up enough soil for spring use before the fall rains set in. Manure may not be at hand, but that does not matter for the sod can be piled up anyway and a little bonemeal added, and a little horse manure to introduce the necessary bacteria into the soil and then the cow manure can be piled on top of the sod heaps as soon as it arrives. Later the soil can be turned over as time will permit, and in this way it can be worked into fine shape by the time it is needed. In selecting sod, see that it is at least two years old, and composed of good grass, not weedy, if possible. Then plow only about three inches deep, picking up the sod with a fork only, leaving all the loose soil on the field. This will make an excellent compost, at the same time giving the field a chance to "come back." There should be some old sod heap left over and this should now be hauled under cover, or else protected from freezing by covering with straw, leaves, horse manure, anything that will keep frost out, and allow the team to get the soil

when it is needed. Before covering up the heap, see that it is graded so as to shed a large portion of the water, and when applying the covering keep this same thing in mind. Also see that the heap is left standing on a well-drained spot so that there will be no trouble getting to it when the time comes.

## Pots

Right now is the time to go over the pot racks and see just what will be needed to take care of all the young plants to be grown. It is not too early and will give the pot manufacturers plenty of time to get the pots to the grower before they are needed.

## Feeding Growing Plants

Soon cold weather will be here to stay, and the plants that are growing will stand quite some feeding. We like best of all to use plenty of bone tankage, blood and bone in the fall of the year. These fertilizers are not stimulants and should a warm spell follow their use no harm will result with a little care in ventilating. Have the plants wet enough before applying feed of any kind. Better water them first, then apply the feed and follow this with enough to water in the fertilizer applied. Keep the plants well but not too heavily mulched to protect the roots and to keep them all even in moisture and if there is a house here and there having an exceptionally heavy growth coming on, a little liquid manure once or twice a week will help it a whole lot. It is still early, however, to use much liquid, and we would not advise it only in rare cases, saving this form of fertilizer until toward spring. When using this be careful, too, to have the plants wet enough before any of it is applied, as it is much worse for killing or setting the plants back severely than either bonemeal or other fertilizers. A good way is to water with clean water thoroughly and then apply enough liquid manure to saturate the soil without running only little through the bench. This will make the liquid go a long way and will save many a load of cow manure.

## Temperatures

No doubt to save coal, houses have been run cooler, and it will be well to continue this but not any cooler than two degrees, say 58 for Beauties and 60 for Teas. If the houses are run too cool, no harm will come to the plants only the cut will be light, and even lighter as the dark days come, for buds need heat to open. Do not make the mistake to run the heat away up in the daytime or shut the houses down too soon at night, or fail to carry air all night. Houses that are dry and well-drained will get along without air much easier than houses built over poorly drained ground or where drainage has been stopped by accumulation of old soil under benches. If this is the case see that no water stands under the benches, that small trenches are opened to conduct it to the drains, and cut deeper trenches between the houses to carry away all rain water, and help drain the ground over which the houses are built. Then see that these trenches are kept open.



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\$1.00 a pound for our one turkey a year. The turkey is "fruit of our own fields," but under present conditions its right on a "frugal table" at Thanksgiving might be questioned. We read in one "Bulletin" that "children in Europe are starving for lack of milk." The "Bulletin" of another department tells us that milk in France sells at six cents a quart, while we in this "land of milk and honey" are soaked for anywhere from sixteen cents upward.

In enumerating the causes behind the recent election, the *Baltimore Evening Sun* for November 7 has this to say:

"Possibly a still more potent influence was the farmers, who were sore because the Government would not allow them to 'charge all the traffic would bear' for their wheat and limited them to twice the normal price and more instead of allowing them to gouge America and her allies to the limit. The farmers pay far less than their share of the income taxes and are reaping a rich harvest on their crops, including wheat, but they apparently strike at Wilson because he would not give them a free hand at profiteering."

There appears to be some sound reasoning in this plain talk by the *Sun*. But our old friend Gifford Pinchot, much of whose past activities HORTICULTURE was moved to commend and support, is out with a remarkable letter in rebuttal to the foregoing in which he asserts that what the farmers have done "is the greatest and most patriotic service rendered by any class of our people in the great war." Is not this statement rather wild? The farmer—and we class under this term the aristocratic owners of vast tracts of cereal-growing land in the great west as well as the small tillers of a few acres of promiscuous produce everywhere—the farmer has done well and nobody will be disposed to question the essentiality of his industry to the nation's life. But no one class should be singled out as subjects for exclusive distinction as having "won the war" and for what the farmer has done he has been well paid and in some instances overpaid. Far from having been "neglected by the Government" and suffered from "persistent refusal of common justice" as charged by Mr. Pinchot, the farmer has been well taken care of, his interests primarily conserved by what has grown to be the greatest Department of the government, and the condescension by the average congressional candidate to the farmer vote is well known. "What the farmer got for himself and his wife and family" seems to trouble Mr. Pinchot very greatly but if current reports are reliable he might be able to relieve his anxiety by consulting the records of the automobile dealers as to who have been the largest buyers of pleasure cars during recent years. Many of our readers will doubtless agree with us that *there are others* whose patriotism, with no string to it, has found expression in supreme sacrifice and suffering and uncomplaining submission to privation, whose participation in the wonderful uprising of our people constitutes one of the most luminous pages in the annals of humanity. Why, then, all this frenzied agitation on behalf of one class to the exclusion of all others? To prevent the breaking down of present price levels seems to be a ruling passion, even in some government circles. But there are industries which are suffering bitterly and they demand otherwise. Mr.

We are asked by the Food Administration in its Thanksgiving Day advice to "share with the suffering millions of Europe" and "in humble reverence spread a frugal table with the fruits of our own fields," etc. Please pardon an insistent curiosity to know what connection this all has with the fact that we are expected to pay 65 cents to



Pinchot says "there ought to be a change." So there should, but not in the direction he advocates.

**Fertilizers to cost more** The prices of commercial fertilizers have ruled so high during the present year that many cultivators have deemed the cost almost prohibitive and have used them in smaller quantities than formerly. For next year, or at any rate until the end of the spring planting season, still higher prices, we understand, are in sight—ten per cent at least, in advance of those which have prevailed this year. This will prove a serious situation for those who have used these fertilizers extensively, yet the increase in price seems to be unavoidable on account of the scarcity and higher cost of raw materials. Of these, potash has been the most difficult to obtain, after the German supply of potash salts was cut off. With the return of Alsace-Lorraine to France it is to be expected that the potash deposits in the restored territory will become available to us, but this relief can hardly reach us for a year yet. Potash deposits are now known to exist in as yet undetermined quantities in Spain; they are undeveloped and may not be brought to market for several years. All other sources of potash are quite insufficient to meet normal demands and the potash content of fertilizer formulas has been generally reduced to a mere fraction of its former proportion, or left out. Chemists tell us that most soils are naturally rich in potash and that with deeper and more frequent turning over and with liberal application of lime the soil potash becomes readily available to growing plants. Nitrate of soda, the most important source of nitrogen in fertilizer now

sells at nearly double its pre-war price. This advance has been due chiefly to the shortage of tonnage to bring this material from Chili. It is to be hoped that now with more ships available, the supply will soon be increased. Nitrogen, mechanically taken from the atmosphere is too costly now for fertilizer use; many farmers, however, are successfully transferring atmospheric nitrogen to the soil by means of leguminous soiling crops. Phosphoric acid also costs more. There is unlimited supply of this material in the deposits of phosphate rock in Florida and other southern states, but sulphuric acid necessary to make it soluble, has greatly advanced, in consequence of the great demand of it for munitions of war. Abattoir tankage and bone were formerly the chief sources of superphosphate, now they form but a small proportion of the supply. The cultivator can do little at present to lessen the cost of his fertilizer, but he may do much to secure a maximum return from what fertilizers he uses and by proper mechanical preparation of the soil may even get along with smaller applications of fertilizer without diminution of crop. Progressive farmers in our western states are now plowing much deeper than formerly and find that where this is done less fertilizer is required and crops are better. Our agricultural colleges would do well to devote more attention to the subject of the mechanical treatment of soil, including such topics as drainage, deeper tillage, fall plowing, ridging, etc., all of which receive close attention in the older countries of the world, in some of which commercial fertilizers are beyond the reach of the farmer. Aside from the liberal use of lime he depends almost wholly on tillage for his crop.

#### WHEN THEY GET TOGETHER.

When you hear of an inspection tour does it mean that every grower tells every other grower all that he knows to his visitors? That is what they (the visitors) seem to expect, and as a rule he makes a good bluff at it. If he is hard pressed, one of the favorite diversions is to start running down the retailers. Get the boys going on that subject and the main point is soon sidetracked. "Ha!" says the grower; "they buy flowers for two cents and get twenty for them." And thousands of other atrocities of a similar nature. Another device when a delicate question is asked is to tell an automobile story. That gets them all going in great shape. Every grower seems to have a worse auto story than the other and seems anxious to tell it. So the awkward situation is again passed over. Great is the auto story! It even helps out when "World Politics" come up, and there happens to be an anti-war man in the party.

When it comes to really constructive work, however, there is a good deal that does not appear on the surface. Keen eyes are noting, keen ears are listening, and when all the airy persiflage and camouflage is said and done, there remains a wealth of

knowledge and suggestion for future progress of great value which the stay-at-homes fail to get inspired with—to their great detriment in mind and pocket.

So when we come to size things up, a tour of inspection is a good thing and "can be highly recommended, as are Carter's Liver Pills." It may not appear on the surface but it is there just the same. If you are clever you will catch the point when you go around and look and listen. Go around anyway; if it does you no good, it will do you no harm.

"Although it rains throw not  
Away the watering pot."

GEORGE C. WATSON.

#### BURTON INSPECTION PARTY.

A party of fourteen made an auto tour among the leading rose growers of Bucks and Montgomery counties on Nov. 14th as the guests of George and Alfred Burton of Chestnut Hill, Philadelphia. After looking over the Burton places, calls were made on George Campbell at Flourtown, John Welsh Young and Myers & Santman. On reaching Gwynedd the party had to stop and see John Savage, a boyhood friend of John Burton. Mr. Savage grows all kinds of old-fashioned things that are seldom seen now-

adays and these proved very interesting to even the rose experts. The Florex establishment at North Wales, where the two mammoth greenhouses—the biggest in this part of the country—are the wonder of the day, was next visited. Roses are the main crop here. The next call was on Stephen Mortensen at Southampton, where a pleasant hour was spent among the roses and orchids. From there to the Heacock place at Roeloffs is a forty minute run but is well worth the gasoline. On the way home a call was made on Adolph Farenwald at Hillside, but it was too dark to allow of a satisfactory inspection. Lunch was served at noon at the Hatboro Inn, Hatboro, George Burton being the host; and dinner at the residence of Alfred Burton. Two evening hours were spent in satisfying the inner man and pleasant converse. After a hearty vote of thanks to Alfred Burton and to the rest of the family who had done so much to make the event agreeable, a start was made for home. Among those present in the party were Mr. Lehr of Baltimore, E. M. Harvey, Brandywine Summit, John R. Andre, Doylestown, W. McKissick, Baltimore, Robert Kift, W. H. Engel, Samuel S. Pennock, John Burton, Arthur A. Niessen and J. W. Colflesh, Jr.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

With the war practically ended, and a reduction in the demand upon the purses of the public for war charities in sight, the, so called, patriotic economies which have for some time been in evidence in a majority of the homes of the nation should gradually disappear, and among them the rather general discontinuance of the use of flowers.

If, as all who have followed the work of our Publicity Campaign and have been impressed with the beneficial results obtained through it are glad to admit, the movement of flowers has been greatly accelerated through the publicity gained in times when operation to their use was everywhere painfully apparent, what should we expect when the people are free to enjoy the possession and use of flowers and plants without being subject to criticism for a supposed extravagance?

That our products are necessary and desirable in the home is a claim which we have vigorously supported in our magazine advertising, and it is the purpose of our committees to keep before the public continuously the suggestion that flowers and plants brighten and cheer homes which otherwise would be all too dreary and colorless. It will also be noticed that we are emphasizing the adaptability of our products for gift purposes, and as mediums for the express of sentiment under any and all conditions. Our slogan, "Say it with Flowers," has, to use a common expression, caught on, evidence of this coming to us almost daily. Only yesterday we received from our Washington representative a cartoon sketch clipped from the Washington Star, depicting a cartoon hero nonplussed at the exorbitant prices a fruit dealer demanded for a hospital gift, and his ultimate decision to use flowers instead. The newspaper mentioned was only one of a large syndicate of papers using this cartoon.

Florists who are not displaying our slogan are making a great mistake. A subscriber in Texas ordering from our Promotion Bureau two additional

glass signs says, "We think they are fine and bring more business."

Who shall say that our Christmas advertisement appearing in national magazines of enormous circulation will not induce many who cannot make up their minds as to the nature of their anticipated Christmas offering to "say it with flowers?" And there is no doubt that were it possible many recipients of presents more or less useless or unserviceable would willingly exchange them for a handsome basket of flowers. Hardly an occasion could be suggested when flowers might be declared unsuitable for gift purposes.

But it is necessary that the public be made to look upon our products in this light, and there is only one medium for the accomplishment of this—publicity, properly conducted. The magazine advertising the committees have arranged since the beginning of the year has proved conclusively that the results we are after are sure of attainment; not only is it conceded that the funds available have been well expended, but the committees are quite satisfied that it would be to our advantage to double, or even treble our expenditures in the coming year, so great is the benefit sure to result.

It is, however, up to the trade to say whether the necessary fund will be forthcoming. We are still short of about \$5,000 to complete our plans for 1918, and are relying upon those who have not yet turned in a contribution to make up this sum. Is it possible that among the 10,000 or more florists who have not subscribed, and who would not miss the small ratio to be expected of them, there is not sufficient interest in our movement to insure the speedy collection of the small sum required? The committees are waiting for an answer.

If any information further than that which has been supplied is needed, it is cheerfully available on application to the secretary.

The following additional subscriptions are recorded:

Total amount previously reported, \$44,768.75.

Through F. T. D.: Walsh & Son, Malden, Mass., \$5; Dards, Inc., New York (second subscription), \$50; Allens Greenhouses, Hudson, N. Y. (second subscription), \$5.

A contribution from A. Langhans, Wheeling, W. Va., recently reported, should have been credited as made through the F. T. D.

Through Secretary's Office, annually for Four Years—Frank P. Sawyer, Clinton, Mass., \$5; Honaker, the Florist, Lexington, Ky., \$25; John A. Keller Co., Lexington, Ky., \$15; Keller, Florist, Lexington, Ky., \$1; Rugby Greenhouses, Rugby, N. D., \$5; A. C. Pruner, Chicago, Ill., \$5; Robt. L. Dunn, St. Catharines, Ont., \$5; Chas. W. Swanson, Litchfield, Minn., \$5.

For One Year—Kirchhoff Bros., Chicago, Ill., \$5.50.

Second Subscription—Alfred Burton, Chestnut Hill, Pa., \$50.

Total, \$44,959.25.

## Department of Plant Registration.

Public notice is hereby given that as no objection has been filed against the registration of Box-Barberry by The Elm City Nursery Co., Woodmont Nurseries, Inc., New Haven and Woodmont, Conn., the same becomes complete.

JOHN YOUNG, Secy.

1170 Broadway, N. Y.

Nov. 18th, 1918.

## WESTCHESTER AND FAIRFIELD HORTICULTURAL SOCIETY.

The monthly meeting was held in Greenwich, Conn., Nov. 8th. Chrysanthemum exhibits were numerous and of fine quality. The awards were as follows:

Specimen plant, Thomas Ryan; 3 plants, R. Williamson; 12 blooms, James Stuart; 6 blooms, W. Morrow; vase of large blooms arranged for effect, W. Graham; singles, ditto James Stuart; pompons, W. Seeley; outdoor flowers, Harry Jones; basket, Fred Lagerstram. An exhibit of single seedlings from Alex. Geddes was very highly commended and Nos. 2, 17, 33 and 48 received each a certificate of merit; bloom of Louisa Pockett, James Foster, cultural certificate; carnation Enchantress Supreme, W. Morrow, cultural certificate; winter flowering begonias, R. Williamson, cultural certificate; vegetables, Stephen Dietrich, vote of thanks; Ophelia roses, W. Smith, 85 points; Brasso-Cattleya, E. Becket, 80 points. A discussion was brought up to change German names of roses; it was the general opinion that the names remain as they are. The coal burning question was discussed and the fuel commissioners came in for much criticism. Election of officers for the ensuing year will take place December 13.

JACK CONWAY, Cor. Secy.



## Clubs and Societies

### GARDENERS' AND FLORISTS' CLUB OF BOSTON.

There was a fairly good attendance at the Boston club meeting on Tuesday evening, Nov. 19th. Resolutions were read on the deaths of John Lally and Alexander Richter. Committee consisting of John L. Smith, W. N. Craig and Peter M. Miller was appointed to draw up resolutions on the death of John Blocksidge, a member, who was killed in action in France. It was also voted that resolutions be sent to the family of Carl Borowski, a former member, who died recently at Camp Devens. Nomination of officers for 1919 were made as follows: president, A. K. Rogers; vice-president, C. P. Sweetser; secretary, W. N. Craig; treasurer, S. J. Goddard; executive committee, James Wheeler, H. H. Bartsch, Geo. W. Hamer, Wm. H. Judd, James Methven, Walter H. Golby, Robert E. Montgomery, James Donald. Mr. Craig made a plea to appoint some other nominee in his place as secretary, but was overwhelmingly overruled.

The exhibits were quite numerous, and the awards were as follows:

Janiten & Wollrath, Waltham, splendidly grown Begonias Melior and Cincinnati, cyclamens and oranges, all beautiful plants; honorable mention.

John L. Smith, Swampscott, Cattleya Moira, a new hybrid; report of merit.

Wm. W. Edgar Company, Waverley, fine group of plants consisting of begonias, cyclamens, euphorbias, stevias and azaleas; vote of thanks.

S. J. Goddard, Dorner seedling carnation No. 119, light pink variety, report of merit; honorable mention for pure white seedling of his own and for a vivid scarlet Dorner seedling.

W. H. Golby, Jamaica Plain, William Turner chrysanthemum blooms.

Wm. E. Nicholson, anemone-flowered chrysanthemum seedlings.

James Methven, Parsnips Carter's Maltese, cultural report of merit; Intermediate carrots, honorable mention; Celery Sutton's White Gem, vote of thanks.

T. J. Grey Co., Canada Cap corn, vote of thanks.

W. H. Golby, Leeks Rouen and Prizetaker, cultural report of merit. These were the finest leeks ever exhibited in Boston. He also showed a basket of beans. A sowing of thirty of these beans produced three quarts.

Thomas W. Little, Clifton, Cucumber Tender and True, 42" in length,

## Society of American Florists and Ornamental Horticulturists National Publicity Campaign

### DIRECT AID SERVICE

The Direct Aid Publicity Service signs and stickers are offered at actual cost, in order that florists may tie up their individual establishments with the big Publicity Campaign now in progress to increase the demand for flowers and plants generally throughout the country.

All orders should be accompanied by cash, money orders, cheque or draft, and addressed to the undersigned.

The Glass Signs are in every case shipped direct from the factory in Buffalo, N. Y. The other items are forwarded from the Promotion Bureau in New York.

## JOHN YOUNG, Secretary

Administration Offices and Promotion Bureau

1170 BROADWAY

NEW YORK

vote of thanks; Salsify and Paris Golden celery, cultural report of merit.

Charles Cooper, Brookline, Baldwin apples, honorable mention.

W. N. Craig showed for exhibition Brussels Sprouts, White Egg turnip, Carter's Sunrise tomatoes, Prizetaker and Danvers onions, English shallots and Delaware potatoes. Awarded honorable mention.

A. K. Rogers, Readville, collection of apples, consisting of Oldenburg, Rhode Island Greening, Baldwin, Northern Spy, Sutton's Prolific and King, vote of thanks. Musselburgh leeks, Shamrock turnips and Mammoth Red Rock cabbage, honorable mention. Long Island Improved Brussels Sprouts, vote of thanks.

S. J. Goddard, Baldwin apples, vote of thanks.

James Donald, Longfellow corn and Green Mountain potatoes, vote of thanks.

Frank Prideaux, Swampscott, very fine strain of Primula obconica, vote of thanks.

There was quite a discussion over the exhibits, Mr. Bartsch and Messrs. Janiten & Wollrath considering Begonia Melior much superior to Cincinnati. James Donald gave a talk on vegetable culture which also brought out a lively discussion.

It was voted to serve refreshments at the next meeting, a feature which had been omitted during the period of the war. Announcement was made of the conference to be held by the National Association of Gardeners on Friday evening, Nov. 22d.

Election of officers will take place at the December meeting.

### AMERICAN SWEET PEA SOCIETY.

An Executive Committee meeting of the American Sweet Pea Society was held in New York City on the 6th inst. The statements of the treasurer and

secretary showed the Society's finances to be in good shape, a balance of \$175.11 to date being on hand with all bills and prizes awarded settled. The secretary's report showed that dues from about one-half of the membership were paid for 1918, and it was hoped that with peace in sight, a renewed interest would be manifested, thus placing the Society in a position to do more efficient work in promoting an interest in and love for our favorite flower through exhibitions and otherwise. Messrs. Don and Sperling were appointed a Committee to report on the possibility of holding the 1919 exhibition and convention in New York City.

WM. GRAY, Secy.

### MASSACHUSETTS HORTICULTURAL SOCIETY.

Members of the Massachusetts Horticultural Society held their annual meeting November 16 and elected to the presidency William Crowninshield Endicott, an enthusiastic horticulturist. William P. Rich, the secretary, referred to the budget of \$3500 to be given next year for prizes and awards for fruit and vegetables. William N. Craig felt that it is a grave mistake to withhold prizes for plants and flowers, and he suggested to the trustees that they consider such exhibits when planning the schedule, otherwise many will cease to have an interest in the exhibits.

The names appearing with that of Mr. Endicott on the ballot were as follows:

Vice-president (for two years), Nathaniel T. Kidder; trustees (for three years), George E. Barnard, Arthur F. Estabrook, John K. M. L. Farquhar and Richard M. Saltonstall; nominating committee, William Anderson, Peter Fisher, Robert T. Jackson, Edwin S. Webster and Ernest H. Wilson.



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### F. T. D. Suggestions

So much F. T. D. food has been jammed into those who attended the Cleveland meeting in two days' session that it will take just as long to digest it all as it takes a normal person to overcome an overloaded stomach.

In digging through some of the papers from this meeting I come across the file with the various suggestions sent in for competition and as I have made a study of F. T. D. work for the past eight years I feel, in justice to all those who have participated in this contest, and without casting any reflections on the committee whose duty it was to judge this contest, that a good deal more valuable information and suggestions for the benefit of the F. T. D. were amongst the correspondence of those who were not the prize winners. I feel it, therefore, my duty to personally thank all the participants in this contest, and have

only one wish to know who the different parties are.

Sooner or later one or the other participant will find that part of his suggestion will be adopted in one way or another to carry on our F. T. D. work, while I hardly think the suggestions of the prize winner can ever be carried out and be practical for several reasons:

1st. The F. T. D. has never and should never be allowed or have to bow down to as low an arrangement as buying in their membership. Retailers who cannot see their benefit will never make good members if membership is forced upon them.

2nd. If a traveling man enlists a new member in a town where we are not represented, he perhaps has been the last one of ten or twelve others who has tried to make this certain retailer see the benefit of belonging to this organization. This same retailer has filled perhaps a number of orders for our members, and every one of our members has brought some pressure at one time or another to make him join the F. T. D., and yet according to the prize winner's suggestion the traveling man that happens to come along just at the time when this retailer is ready to join would have all the credit to himself for which perhaps twenty-five or thirty others have worked hard. The F. T. D. as an organization does not care who gets retailers to join our membership as long as we get them, and get them without buying them in.

3rd. The traveling man is liable to get retailers to join who cannot qualify according to rules and regulations, and endless correspondence would result.

4th. The traveling men are our co-workers and will gain indirectly through our building up larger fields of business, and most of them that I know would not consent to accept any pay if perchance they could be the

medium of enlightening a retailer in a small town whereby he can find and build up a nice little extra business by joining the F. T. D.

Perhaps I could dig up a few more good reasons but let that be enough.

The good points sent in with the suggestions are valuable to our organization, and I only hope that some of the trades papers will consent at one time or another to publish some of these suggestions. I shall be glad and hope to have the permission of those who have sent them in to send them to the editors of our various trades papers. Hoping that some of the contestants will read this article and will let me have the duplicate copies with their name on, I shall appreciate this very much and will be glad to know the different parties.

Yours for a better retail florist trade.  
ALBERT POCHELON.

### ALBANY FLORISTS' CLUB.

This organization met on Dec. 5 at the headquarters of the Albany Florists' Exchange, about 30 members being present. A fine exhibit of chrysanthemums was staged by A. N. Pierson, also by Samuel Goldring, F. R. Pierson and others. Nominations for officers to be voted on at the December meeting are as follows: For President, William Newport and James Snyder; vice-president, R. W. Bilson and Wm. M. Quinn; secretary-treasurer, Robert Davison; trustees, G. E. Nagengast, Jr., H. E. Eberhart, Jos. Traudt, Philip Ulrich and H. L. Menand.

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YOU know that CHRYSANTHEMUMS (needing little fuel) was the Premier Paying Crop this Fall—never such a demand and return. Get in Line for next Year by Stocking up now with the Best Varieties: Stock Plants of best Paying Kinds. \$5.00 per 100, \$30.00 per 1000. List is: Marigold, Foley, Yondota, Helen Lee, Odessa, Patty, Wells white, White Chieftain, Harvard, Oconto, Early Frost, Wells Late Pink, Seidewitz, Chrysolora, Golden Queen. May be assorted at 100 or 1000 rates. Cash. Big Stools. Order Today.

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and hasten this great trade revival with confidence and courage.

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## Obituary

**E. E. Ferrari.**

Emile E. Ferrari, one of the Ferrari Bros. florists, San Francisco, died on November 6, aged fifty years.

**Leonard Rueber.**

Leonard Rueber, an old-time florist and decorator, of Philadelphia, died at Lansdowne on October 31, aged 70 years.

**Henry Gaethje, Jr.**

Henry Gaethje, Jr., died of pneumonia on November 7, aged thirty-four years. He was a leading florist of Rock Island, Ill. He leaves a widow and two sons.

**Du Brutz English.**

Du Brutz English died of pneumonia on November 4, at Mt. Olive, N. C. He was one of the largest shippers of holly and conducted an extensive vegetable truck farm.

**W. A. Drawiel**

Walter A. Drawiel, son of Charles F. Drawiel, a Brooklyn, N. Y., florist, died at his home on October 31, aged 19 years. He contracted pneumonia in the U. S. service a year previous which developed into tuberculosis.

**James Young.**

We regret to announce the death of James Young, aged 69, of the firm of C. Young & Sons, and father of Charles and Walter Young, the latter a marine who was telegraphed for at Paris Island to attend his father's funeral which took place Nov. 16. The pall bearers were J. J. Beneke, H. G. Berning, C. A. Kuehn, John Houlihan, Dr. Holwig and Matthew Courtney. The Florist Club sent a wreath and numerous floral pieces were sent from friends.

**M. Pierre Guillot.**

News has reached us of the death of this eminent rosarian at Lyons, France, on September 27. M. Pierre Guillot is a name long familiar to about every rose grower in America. He has given us a very large number of roses of deserved popularity. Among them may be mentioned La France, Mme. Hoste, Gloire Lyonnaise, Countess of Oxford, Mme. Leon Pain, Mme. Falcot, Marie Guillot, etc. Those who were fortunate enough to enjoy a personal acquaintance with M. Guillot speak of him as a warm-hearted and companionable man.

**Howard S. Coe.**

Howard Sheldon Coe, Assistant Agronomist in the office of Forage-Crop Investigations, Bureau of Plant Industry, died October 25 at Beaumont, Tex., from pneumonia following influenza. He was absent from Wash-

## VINE COVERED WALL.



For a park, cemetery or private estate of some extent we can conceive of no more appropriate or attractive boundary arrangement than is depicted in the accompanying picture of the vine-covered wall which marks the line of the Arnold Arbore-

tum along the Arborway. At the present time celastruses and other bright fruit-bearing vines garland it with rare beauty. Utility, stability, fitness and grace are well served in this pleasing feature of this instructive institution.

ington on a field trip at the time of the attack. Mr. Coe was born at Orrville, Ohio, September 24, 1888. His education was completed at the Iowa State College of Agriculture, from which institution he received in 1915 the degree of Master of Science in Agriculture. While a student there he was Assistant Instructor in Botany for a portion of his time during three years. In September, 1913, he was appointed consulting botanist and plant pathologist at the South Dakota Experiment Station, which position he held until he entered the service of the United States Department of Agriculture, in July, 1914, as Scientific Assistant in Forage Crops. His recent studies have been mainly in connection with sweet clover, velvet beans, and the problem of permanent pastures in the South. He was held in high regard by his co-workers because of his scientific attainments and high moral character. Mr. Coe resided at Cherrydale, Va. His widow, an infant son, and his mother survive.

**Benjamin Connell.**

Benj. Connell, an old-established and well-known florist, died on November 9 at his home in Merchantville, N. J.

Benjamin Connell was a well known figure in the florist and nursery busi-

ness of the eastern United States. An acquaintance of over 50 years among his associates left with them an impression of one who gave close attention to business, who possessed a rare knowledge regarding both supply and demand, coupled with an ability to use that knowledge for the building of a very considerable business, chiefly as a dealer. His strict integrity and faithful attention to his duty as he saw it in family, civic and business life is a creditable record sealed by his death on November 9th, 1918.

He was born in Ireland, December 7th, 1845, and emigrated to this country when a mere boy of thirteen and went to live with his parents and other brother and sister at Jennersville, Pa., they having preceded him by a year. When quite young he took a position with the Dingee & Conard Co. and learned the florist business, with which concern he was identified for thirty years. He then established himself in business which he conducted in West Grove, Pa., up to ten years ago when he moved to Merchantville, N. J., where he again married. He is survived by Elizabeth F., his wife, and by five sons and one daughter by the first union, and a young daughter by second marriage. He was well thought of and respected in the community in which he lived as well as his former Chester County home. He was only sick eight days, the cause of death being influenza-pneumonia.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### American Seed Trade Association.

The Executive Committee of the American Seed Trade Association met at the Hotel Bristol, New York City, Nov. 15th and selected Chicago for the next Convention city, date to be announced later.

There were present besides the President and Secretary, Messrs. Earl, White, E. L. Page and L. H. Vaughan of the committee and Mr. S. F. Willard, Mr. Guelph and Lee and David Don on invitations.

A tentative program was arranged and association finances discussed which will lead to an amendment to the by-laws being offered at the convention.

C. E. KENDEL, Sec'y

#### Notes.

The strawberry acreage in Florida is greatly reduced but plants are reported in good condition.

A previous communication in these columns contained the erroneous statement that Adolph Kruhm, now secretary of Beckert's Seed Store in Pittsburgh was previously with Jerome B. Rice Seed Co. Mr. Kruhm was formerly with W. Atlee Burpee & Co., then the Livingston Seed Co., and more recently manager of the horticultural departments of Country Life and The Garden Magazine. The former note came through sources presumed to be reliable but we are glad to be corrected.

#### PUBLICATIONS RECEIVED.

Annual Report of the Wisconsin State Horticultural Society, Volume XLVIII, is the Annual Report for the Year Ending June 1, 1918. By F. Cranefield, Secretary. This is a bound volume of 228 pages. Among other valuable contents are some very useful lists of fruit and ornamental trees and garden shrubs suitable for planting in Wisconsin and a "black list" of species that cannot be recommended.

Anyone interested in studying the phenomena of plant growth will find some very absorbing experiments described in the October bulletin of the Missouri Botanical Garden as to the



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effect of electricity on plants. The article is illustrated and covers a period of three years' trials. Director Geo. T. Moore has been appointed director of the Productions Division of the United States Fuel Administration for St. Louis.

#### CATALOGUE RECEIVED.

Harrison's Nurseries, Berlin, Md.—Special Price List of Fruit and Ornamental Trees, Shrubs, Roses and Peonies. Pocket size.

Philadelphia.—An interesting event took place at the home of the bride's parents at Ridley Park, Pa., on the 20th inst., when Josephine H. Michell, youngest daughter of Frederick J. Michell, of the Henry F. Michell Co., was married to Walter G. Arader, son of Graham Arader of the Philadelphia Lawn Mower Co.

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Albany, N. Y.—Danker.

Bangor, Me.—Adam Sekenger, 32 New-  
bury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Cambridge, Mass.—John McKenzie.

Chicago—William J. Smyth, Michigan  
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New York—Young & Nugent, 42 W. 28th.

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New York—G. E. M. Stumpp, 761 Fifth  
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at 46th St.

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and 49th St., also Vanderbilt Hotel.

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Omaha, Neb.—Hess & Swoboda, 1415  
Farnum St.

Providence, R. I.—Johnston Bros., 38  
Dorrance St.

Rochester, N. Y.—J. B. Keller Sons, 25  
Clinton Ave. N.

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Connecticut Ave. and L St.  
Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

## NEWS NOTES.

Bridgeport, Conn.—James Horan &  
Son are now located in their new  
flower store at the old stand.

Camden, N. J.—I. Jacobs has pur-  
chased the Goosetree Greenhouses at  
Magnolia, N. J., and will run them in  
connection with his store on Broad-  
way, Camden.

Groton, Mass.—H. Huebner is minus  
the middle finger of his right hand,  
it having been found necessary to  
amputate it on account of blood pois-  
oning which had set in as the result  
of a wound from a rose thorn.

Buffalo, N. Y.—In the Buffalo Even-  
ing News for Monday, November 4,  
appeared an appreciative article in  
support of S. A. Anderson's candidacy  
for County Treasurer. A portrait ap-  
peared therewith and to all the good  
things said of this prominent repre-  
sentative of the florist trade HORTI-  
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**TORONTO**  
Delivered on mail or telegraph order for  
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ALL BOSTON SUBURBS  
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The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
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**Quality and Reliability**  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.



## YOUR ORDER FOR BEAUTIES

will be filled complete if you  
depend on us to supply you.  
The quality is the best and the  
price is right.

**THE LEO NIESSEN CO.**

1201 Race Street, PHILADELPHIA, PA.

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**Horticulture's Advertisers**  
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**Tell Them You Did So And  
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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
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*We are Wholesale Florists Doing  
a Strictly Wholesale Business*

30 East Randolph Street, CHICAGO



**IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.**

*For Safety Place Your Orders With Us*

**HENRY M. ROBINSON & CO.**  
2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Nov. 21		ST. LOUIS Nov. 18		PHILA. Nov. 18	
<b>Roses</b>						
Am Beauty, Special	20.00	to 40.00	30.00	to 40.00	30.00	to 40.00
" " Fancy and Extra	18.00	to 25.00	20.00	to 30.00	20.00	to 35.00
" " No. 1 and culls	8.00	to 10.00	10.00	to 20.00	10.00	to 15.00
Russell	4.00	to 12.00	5.00	to 25.00	8.00	to 25.00
Hadley	4.00	to 12.00	5.00	to 25.00	6.00	to 15.00
Mock, Key	4.00	to 12.00	5.00	to 25.00	8.00	to 15.00
Arenberg, Hoosier Beauty	2.00	to 10.00	5.00	to 10.00	6.00	to 15.00
Ward, Hillingdon	8.00	to 6.00	3.00	to 4.00	4.00	to 8.00
Killarney, Key, Taft	8.00	to 8.00	4.00	to 6.00	4.00	to 8.00
Ophelia, Sunburst	2.00	to 3.00	4.00	to 10.00	4.00	to 12.00
<b>Carnations</b>	1.50	to 4.00	4.00	to 6.00	3.00	to 5.00
Cattleyas	25.00	to 30.00	50.00	to 80.00	40.00	to 50.00
Lilies, Longiflorum	10.00	to 15.00	.....	to 15.00	12.00	to 15.00
Lilies, Speciosum	20.00	to 15.00	.....	to .....	.....	to .....
Lily of the Valley	4.00	to 8.00	.....	to 8.00	.....	to .....
Snapdragon	.....	to .....	4.00	to 6.00	4.00	to 6.00
Violets	.40	to .50	.....	to .75	.50	to 1.00
Dahlias	.....	to .....	2.00	to 10.00	.....	to .....
Calendula	1.00	to 2.00	1.00	to 2.00	3.00	to 4.00
Chrysanthemums	10.00	to 25.00	8.00	to 25.00	10.00	to 40.00
Gardenias	.....	to .....	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	.....	to 1.00	1.00	to .....
Smilax	.....	to 25.00	.....	to 20.00	25.00	to .....
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 100.00	50.00	to 60.00

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

**Wholesale Growers of Cut Flowers**  
**CHRYSANTHEMUMS, ROSES,**  
**CARNATIONS**

**AND ALL OTHER SEASONABLE STOCK**

*Shipping orders have most careful attention always*

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**Wholesale Florists**

568-570 WASHINGTON STREET - BUFFALO, N. Y.

DEEDS—NOT—WORDS  
WE ARE ALIVE IN REALTY—NOT FANCY

Business either progresses or stands still, or gradually slips back in the "also ran" class. Our Business Progress distinctly proves that we are of a Progressive Type, which is exemplified by our Beautiful New Store and modern improvements we have installed.

The B. A. Snyder Co. was founded on Quality, Service and Right Prices; nothing spectacular ever entered in our methods.

Our original idea of Quality, Service and Price to our many customers has earned for us the cognomen as the **House of Quality**, with a square deal to all.

So, that today with the most modern store in New England, we cannot refrain from rejoicing over the fact that it is our pleasure to offer our numerous customers throughout the country our Service and Facilities unsurpassed by none for you to command.

TRY US ONCE    YOU WILL AGAIN

**B. A. SNYDER CO., - - Wholesale Florists**

**21-23-25 Otis Street, BOSTON, MASS.**

Telephones, Fort Hill 1083-1084-1085

Flower Market Reports

Business has dragged a **BOSTON** little during the past few days and this, together with the crest of the chrysanthemum wave and the heavy increase in the carnation cut, has had some depressing effect upon market values but not to the extent of any stampede, and there will now be no further recessions as Thanksgiving is expected to create a good active demand. All thoughts now are centered on the supply and the probable demand for the great celebration and considerably higher values on first-class stock are now in prospect, especially if seasonable cold weather should follow on the present high temperatures. All the usual material available at this date may be found in the markets but quality has suffered from the extended "mugginess" and stuff is soft and lacking in substance. Growers will show a wise sagacity and avoid later recrimination and loss by avoiding the mistake of withholding from the immediate market for Thanksgiving Day requirements any stock that is now matured. In the long run this is always the better policy, tending to a healthier market in every way.

The chrysanthemum is **CHICAGO** still the queen of the hour, but her reign shows signs of nearing the end. Not that there will not be blooms left for some time to come, but prices are fluctuating more and there is by no means a unity of opinion as to the amount of stock to be counted on for Thanksgiving. Buyers should place orders early if they would not run the chances of disappointment. Carnations are still scarce and from appear-

WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS ONLY

	CINCINNATI Nov. 18		CHICAGO Nov. 18		BUFFALO Nov. 18		PITTSBURG Nov. 18	
Roses								
Am. Beauty, Special	25.00	to 35.00	35.00	to 50.00	30.00	to 50.00	30.00	to 40.00
" " Fancy and Extra	15.00	to 20.00	20.00	to 35.00	15.00	to 30.00	20.00	to 25.00
" " No. 1 and culls	6.00	to 10.00	15.00	to 20.00	5.00	to 10.00	10.00	to 15.00
Russell	6.00	to 15.00	6.00	to 30.00	6.00	to 20.00	8.00	to 15.00
Hadley	6.00	to 12.00	15.00	to 20.00	6.00	to 10.00	.....	to .....
Euler, Mock	6.00	to 12.00	15.00	to 20.00	6.00	to 10.00	8.00	to 12.00
Arenberg, Hoosier Beauty	5.00	to 8.00	6.00	to 25.00	6.00	to 15.00	.....	to .....
Ward, Hillingdon	4.00	to 6.00	5.00	to 15.00	3.00	to 6.00	4.00	to 10.00
Killarney, Key, Taft	3.00	to 6.00	5.00	to 15.00	4.00	to 10.00	6.00	to 12.00
Ophelia, Sunburst	3.00	to 4.00	5.00	to 15.00	4.00	to 12.00	6.00	to 12.00
Carnations	2.00	to 3.00	4.00	to 6.00	2.00	to 5.00	3.00	to 5.00
Cattleyas	60.00	to 75.00	50.00	to 75.00	60.00	to 75.00	.....	to 75.00
Lilies, Longiflorum	15.00	to 20.00	15.00	to 18.00	15.00	to 20.00	.....	to 20.00
Lilies, Speciosum	.....	to .....	.....	to .....	4.00	to 10.00	.....	to .....
Lily of the Valley	.....	to 6.00	4.00	to 8.00	8.00	to 10.00	.....	to 10.00
Snopdragon	.....	to .....	4.00	to 6.00	3.00	to 5.00	3.00	to 6.00
Violets	4.00	to 5.00	4.00	to 7.50	6.00	to 1.00	5.00	to 7.50
Dahlias	4.00	to 5.00	.....	to .....	3.00	to 6.00	.....	to .....
Calendula	.....	to .....	2.00	to 4.00	1.00	to 2.50	2.00	to 4.00
Chrysanthemums	15.00	to 50.00	15.00	to 35.00	8.00	to 35.00	25.00	to 40.00
Gardenias	.....	to .....	.....	to .....	20.00	to 30.00	.....	to .....
Adiantum	.....	to 1.00	1.00	to 1.50	1.00	to 2.00	1.00	to 2.00
Smilax	15.00	to 20.00	18.00	to 25.00	15.00	to 20.00	20.00	to .....
Asparagus Plu. & Spren. (100 Bhs.)	25.00	to 35.00	25.00	to 50.00	35.00	to 50.00	40.00	to 50.00

ances they are likely to remain so. The fact that most growers reduced their stock and planted chrysanthemums instead, on account of the fuel difficulties of last year, makes it more than probable that carnations will not be in excess of demand for many months, if at all this year, and with the passing of pompons the need for them will be even greater. The rose market is in excellent condition. Supply of all varieties is good and everything sells at fair prices. The weather is still too warm for violets. Calendulas are as good as ever and sell readily, their bright color and excellent keeping qualities making them popular through all seasons of the year. Lilies are scarce. Lily of the valley is in small supply but the demand is light.

Business is very **CINCINNATI** good and the advance demand for Thanksgiving is very heavy. The wholesalers, however, are going very

easy on accepting orders for that day because of a possible shortness in the supply. Everything coming in at this time is cleaning up readily and there is no opportunity to accumulate a supply. Most all stock has been cut rather close, too. Shipping business is excellent and has held up well through the fall business. The rose supply is fairly good and meets with a ready sale. Carnations clean up well. Lilies are scarce. Callas are fairly plentiful. Chrysanthemums are in a good supply but this supply is shortening and uncertain for Thanksgiving. The novelty, Sunshine, is taking well. Other offerings are sweet peas and single violets.

Mild weather has **CLEVELAND** had the effect of increasing the daily cuts, causing a bountifully supplied market. Trade, however, absorbs practically everything coming in. Receipts of roses are normal and  
(Continued on page 519)



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### Wholesale Commission Florist

### Choice Cut Flowers

New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

## WM. P. FORD

### Wholesale Florist

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Telephone 5335, Farragut.

Call and inspect the Best Establishment  
in the Wholesale Flower District.

## JOHN YOUNG & CO.

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Consignments Solicited

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Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
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FINE ROSES, FANCY CARNATIONS

A Full Line of ALL CUT FLOWERS.  
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A full line of Choice Cut Flower Stock for all purposes.

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I NEED MORE FLOWERS. Send your stock here and get  
Top Market Prices

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AGENT FOR CARILLO'S CATTLEYAS

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Telephones, 13-5510 Madison Square

Consignments Solicited

MAURICE L. GLASS, Treasurer

### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Nov. 18 1918		First Part of Week beginning Nov. 16 1918	
American Beauty, Special .....	25.00	to 60.00	25.00	to 60.00
" " Fancy and Extra .....	10.00	to 25.00	10.00	to 25.00
" " No. 1 and culls .....	2.00	to 10.00	2.00	to 10.00
Russell, .....	2.00	to 25.00	2.10	to 15.00
Hadley .....	3.00	to 15.00	3.00	to 15.00
Euler, Mock, Key .....	2.00	to 15.00	2.00	to 15.00
Arenberg, Hoosier Beauty .....	2.00	to 8.00	2.00	to 8.00
Ward, Hillingdon .....	2.00	to 5.00	2.00	to 5.00
Killarney, Taft .....	2.00	to 6.00	2.00	to 6.00
Ophelia, Sunburst .....	2.00	to 10.00	2.00	to 10.00
Carnations .....	1.50	to 3.00	1.50	to 3.00

## WE WANT MORE SHIPPERS

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

## To the Florist Trade of America

The Unprecedented Demand for Supplies of every kind, even with Our Efficient Organization and Extensive Warehouses, Taxes Us to the Limit to Fill our Daily Orders. If we cannot always supply all your wants on the moment don't get impatient. New goods are constantly arriving.

Send your orders early and we shall give every possible attention.

**H. Bayersdorfer & Co.** 1129 Arch Street  
PHILA., PA.

## REED & KELLER

122 West 25th St., New York

### Florists' Supplies

We manufacture all our

Metal Designs, Baskets, Wire Work & Novelties

and are dealers in

Decorative Glassware, Growers and  
Florists' Requisites

## WILLIAM MACKIE

### WHOLESALE FLORIST

105 West 28th Street, NEW YORK  
Consignments Solicited

TELEPHONE: FARRAGUT 750



## Flower Market Reports

(Continued from page 517)

carnations are improving both in quality and quantity. Chrysanthemums still lead with such fine varieties as Chadwick, Golden Wedding, Dean and Chieftain prominent. The best of the late pompons are now available but receipts of well-grown stock are very inadequate. Thanksgiving stock is expected to be much below normal and better prices than formerly will undoubtedly prevail. Business for November is proceeding at a very satisfactory pace. A greater volume of trading is being done upon a cash basis, and accounts are being settled promptly. A change in the character of business is evidenced also, due to the wholesome influence of the ending of the war.

Conditions are very much the same as last week. Chrysanthemums have the preference with buyers and are moving fairly well. Roses are plentiful, quality good, prices weak with the exception of A-1 Beauties; those of inferior quality are slow to sell. Carnations are suffering in price and inclined to accumulate. The market in general is well supplied with a considerable variety of stock. Violets show effect of the recent warm weather. Longiflorum lilies are not in large supply but the demand is very moderate.

Short roses are about the only draggy item. Killarneys and similar stock in the shorts have been hard to sell at any price. The better sorts such as Russell went much better and the trade seemed to be after them and willing to pay fair figures. The chrysanthemum market has held up very well, with no overstock and fair prices all along the line. In carnations a pretty good showing was made especially early in the week but later the weather was against them and there was com-

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"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

## ROSES! I WANT ROSES!

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St. **NEW YORK** TELEPHONES  
Farragut 167 and 3044

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Nov. 18 1918		First Part of Week beginning Nov. 16 1918	
Cattleyas	25.00	to 50.00	25.00	to 50.00
Lilies, Longiflorum	8.00	to 10.00	8.00	to 10.00
Lilies, Speciosum	8.00	to 5.00	2.00	to 5.00
Lily of the Valley	3.00	to 8.00	3.00	to 8.00
Snapdragon	25.00	to 35.00	20.00	to 35.00
Violets	.30	to .60	.30	to .60
Dahlias	to		to	
Calendula	1.00	to 1.50	1.00	to 1.50
Chrysanthemums	6.00	to 35.00	6.00	to 35.00
Gardenias	30.00	to 35.00	20.00	to 35.00
Adiantum	.25	to .50	.25	to .50
Smilax	10.00	to 12.00	10.00	to 12.00
Asparagus Plumosus, & Spreng (100 bunches)	10.00	to 15.00	10.00	to 15.00

plaint about them being soft and shipping poorly.

With the abatement of the epidemic there has been a corresponding decline in orders for funeral work. Chrysanthemums are the mainstay at this time and include all varieties. Stock is exceptionally good this season. There is a large variety of pompons which sell very good. The decline in business has lowered prices on all flowers. Violets are good but do not sell as rapidly as they might. Snapdragons are fairly plentiful. Calendulas are seen but do not move very well. Roses of all kinds are very abundant. Lilies are not at all plentiful. There are greens of all kinds and they sell well.

This market is cleaning up nicely daily. Chrysanthemums have first call. Smilax is very scarce. Wholesale supply houses are showing advance Christmas goods.

#### DURING RECESSION.

##### Chicago Bowling Scores.

CENTRAL CLUB, N. CHICAGO LEAGUE, NOVEMBER 12.

	1st Game	2d Game	3d Game
Lorman	182	166	188
Muller	176	169	152
Huebner	160	147	177
McKeown	188	177	151
Price	200	155	200
Totals	906	814	868

The November meeting of the Rhode Island Horticultural Society was held in the Public Library, Providence, Wednesday evening, November 20. Prof. H. D. Phelps lectured on "The Storing of Vegetables," using a model of a small storage plant which may be used in the average home cellar. S. A. Baldwin contributed a short history of the Baldwin apple.

#### VISITORS' REGISTER.

St. Louis—Jos. Hill, Richmond, Ind.

New York—Henry M. and Charles Robinson, Boston.

Chicago—J. C. Stanhauser, Pittsburg, Kansas; J. B. Lassen, Racine, Wis.; Carl Erickson, Princeton, Ill.

Boston—Joseph A. Manda, West Orange, N. J.; H. Huebner, Groton, Mass.; William Smith, Montreal, Canada; C. F. Baker, Utica, N. Y.; Sam. Salzberg, New York City.

Cincinnati—Robert Schock, Philadelphia, Pa.; W. C. Johnson, Memphis, Tenn.; G. W. Frisch, Dayton, Ohio; Mr. Barber, of Jones, Russell Co., Cleveland, Ohio.

Philadelphia—A. M. Grootendorst, Sluis Seed Store, Chicago, Ill.; William Lehr, Baltimore, Md.; John R. Andre, Doylestown, Pa.; E. M. Harvey, Brandywine Summit, Pa.; W. H. McKissick, Leo Niessen Co., Baltimore, Md.; Newell J. Hyman, Clarksburg, W. Va.; Chas. M. Guelph, Jerome B. Rice & Co., Cambridge, N. Y.; Fred Kramer, Washington, D. C.

### Boston Floral Supply Co.

347-357 Cambridge St., Boston  
Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not received one.

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CERTIFIED PUBLIC ACCOUNTANT

Simple methods of correct accounting especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . . BOSTON  
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QUALITY QUANTITY

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Wholesale Florist

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ATTENTION

VARIETY

## Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin, N. Y.

10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.



## No More Soot Troubles

### Z-I-N-C-O WHAT IT IS

Soot Destroyer is a harmless combination of chemicals. When this powder is spread lightly over a good hot fire the gas fumes resulting turn the soot into a light ash easily carried off by the draft, reaches places never touched by the operation of cleaning. It follows the draft and burns the soot thoroughly, prevents the discharge of large volumes of soot into the atmosphere, to cause complaints and become a criminal nuisance to yourself and your neighbors. It is very inexpensive to buy—simple and easy to use. The average cost per week is but a few cents. It is a fine flue saver as boiler surfaces are always exposed to the heating units. A clean saver. It does an A-1 job, without any effort on burning soot in the largest plants in 41 states, this modern method. It is used on all types of



"Ain't it a Grand and Glorious Feeling?"

### WHAT IT DOES

#### Z-I-N-C-O

Soot Destroyer will put pep into your boilers—make them deliver. It will keep them young and make old boilers heat like new. It will reduce ash and dirt. It will increase your draft.

### WHAT IT DOES

#### Z-I-N-C-O

It destroys the worst cases of soot and soot scale, increases the efficiency of your boilers with less fuel, does this work quickly—easily and cheaply. Does all this for a few cents per week—with no extras.

**Note** The makers of Z-I-N-C-O have agreed to supply us with a number of small packages of this unusual article. The quantity is limited. The price is \$3.00. If you have soot troubles, order one at once.

**KROESCHELL BROS. CO., 466 W. Erie Street, CHICAGO**

## LOCAL AND GENERAL NEWS

### BOSTON.

Patrick Welch has been drawn on the jury and will commence his duties in about two weeks.

Ed. J. Welch, son of P. Welch, was taken suddenly with appendicitis and an operation was successfully performed on Sunday, November 17.

The check swindler is operating again. This time he used a bogus check on a Beverly florist in payment for funeral flowers for a fictitious address and took the change as usual.

Monday, November 18, was a red-letter day for the wholesale flower trade of Boston, for on that day the Snyder Bros., Benj. and Julius, opened their new wholesale establishment on Otis street, which we described in last week's issue, and in the evening they gave an impromptu banquet at the Elks Home to a large gathering of the flower trade, including many market growers and members of the wholesale and retail fraternity. Among those in attendance from distant points were Frank J. Baker, Utica, N. Y., William Smith, Montreal, P. Q., Samuel Salzberg, New York, and Messrs. Lawton, Fall River, Barrington of Gloucester and Bragdon of Whitinsville, Mass. It was a very enjoyable and happy gathering, unique in its conception and in its spirit of friendly companionship and good feeling between the different sections of the trade, especially in the cordiality

extended by the supporters of the growers' markets who in times past had little to say in approval of the wholesale dealers. Many speeches of good will and auspicious forecasts of future prosperity were made and the hosts of the evening have every reason to feel proud of the friendly sentiments expressed, and the place which they hold in the floral community of Boston. A handsome wall clock was presented to the Snyder Brothers by Dr. Joseph Santosusso.

### ST. LOUIS.

Joe Hill has appointed H. G. Berning agent for his new rose Premier.

The St. Louis Florist Club postponed their meeting from Nov. 14th to Nov. 21st owing to the influenza ban, which has now been lifted.

## Correspondents and Advertisers Please Take Notice

On account of Thanksgiving Day, Thursday, November 28, "Horticulture" will go to press one day earlier than customary. All matter for next issue must reach this office not later than Wednesday morning.

### CHICAGO.

Geo. Asmus has the sympathy of the trade in the loss of his sister who was killed by an auto while waiting for a street car in Buffalo, N. Y., on Nov. 12th. Mr. Asmus left for her home within an hour after receiving the sad news and returned Friday.

The excitement of the impromptu peace celebration following the news of the signing of the armistice has passed and florists have resumed the usual routine of business. To the looker-on or to one who attempted to make his way through the "loop" on that day, those scenes and experiences will never be forgotten. One shipment of flowers was opened up on the sidewalk and distributed to the merry crowd. That the florists were as intent on celebrating as any other class goes without saying. Among the fatalities following the news of the signing of the armistice was the death of two men of Morton Grove, who mistook a bottle of nicofume for whiskey, which they drank with the intention of celebrating. They fell dead almost instantly. The nicofume had been secured from a florist in that town some time ago, by the wife of one of the men, for destroying insects on her plants.

### CINCINNATI.

Miss Laura Murphy, secretary and treasurer of the Christmas Fund Committee, reports that over \$500 has been collected. The share to the local florists' boys in Europe will be mailed this week, while those who are still in this country will receive their quotas later. The committee will then make a full report of the result of their activities.

Laurence Kresken is a candidate



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for director of the Blaine Club at the election to be held this fall. He is the first candidate to get a start in the campaign and is busy distributing his cards. If hustle counts for anything he will win.

Miss Fannie White, of Lexington, Ky., reports that she had sold her business to L. A. Fennel of Cynthiana, Ky., and that the latter had already taken possession of it.

### ROCHESTER, N. Y.

A beautiful chrysanthemum show was held at the store of Geo. T. Boucher during week of Nov. 11. The ceiling was covered with lattice work of oak leaves, and on either side of the store and in the show windows were arranged groups of pompons and huge vases of large chrysanthemums. An attractive table was arranged with favors with a background of flags of the Allied nations, and in the center was an electric fountain. The show was largely attended and much appreciated by the Rochester people.

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The Home Vegetable Garden. Krum .....	1.00
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## Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Directory bring big returns to both advertiser. Anything wanted by florists, gardeners, park and cemetery superintendents, etc., can be sold through this medium.

Don't fail to read over these Ads. in each issue and you may find one or more that will prove profitable to you.



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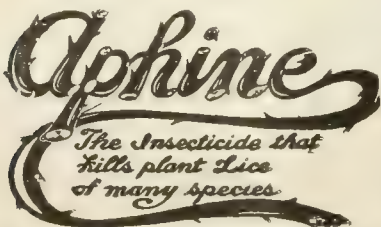
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## CHRYSANTHEMUM SOCIETY OF AMERICA.

The annual meeting of this organization was held in New York on November 6. Officers elected were as follows: President, W. W. Vert; vice-president, Wm. Turner; secretary, Chas. W. Johnson; treasurer, J. N. May.

The special prize awards were as follows:

Hitchings & Co. silver cup, Mrs. Payne Whitney, Manhasset, L. I., gard. Geo. Ferguson.

Elmer D. Smith & Co. prizes, 1st, Mrs. Payne Whitney; 2nd, Mrs. H. McK. Twombly, Madison, N. J., gard. Robert Tyson.

Chas. H. Totty prizes, 1st, Mrs. Payne Whitney; 2d, Mrs. H. McK. Twombly.

C. S. A. silver cup, Mrs. Payne Whitney.

Stumpp & Walter Co. silver cup, Mrs. E. S. Bayer, Mt. Kisco, N. Y., gard. Alexander Thomson.

C. S. A. silver cup for seedling, Chas. H. Totty with Vermont, pink incurved variety.

Pres. Vert's cup, Mrs. E. S. Bayer with Louisa Pockett.

### Reports of Committees.

The following reports of new chrysanthemums exhibited have been submitted by the committee appointed by the society:

At Chicago, Nov. 9, by Elmer D. Smith & Co., Adrian, Mich., White Gem, white, pompon, points ex. 96; Titanic, white, inc., points com. 89; Silver Ball, white, inc., points com. 85; Buena, bronze, pompon, points ex. 92; By E. G. Hill Co., Richmond, Ind., Celebration, yellow, inc., points com. 91.

At Cincinnati, Nov. 9, by Elmer D. Smith & Co., Adrian, Mich., White Gem, white, pompon, points ex. 90; Buena, bronze, pompon, points ex. 89.

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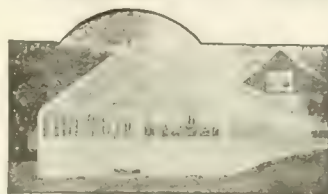
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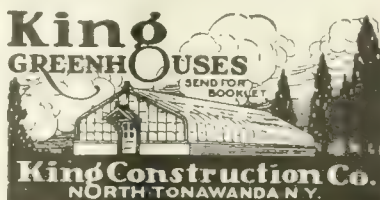
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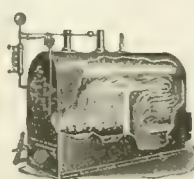
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## Principles and Practice of Pruning

By M. G. KAINS

Lecturer on Horticulture, Columbia University

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The methods are so varied, the results so diverse, and the opinions of growers so apparently contradictory that this subject is always one of the most interesting, and the surest to hold attention and arouse discussion.

Particularly during the last ten or fifteen years when the principles of plant physiology have been more and more satisfactorily applied to plant production and management has interest settled in pruning. During the latter half of this time also more and more investigations and tests have been conducted by experiment stations and other workers to test out methods and principles in the interest of science and for the benefit of growers. The accumulation of such new knowledge has become very considerable especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth.

This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices. The author has spared neither time nor expense in gathering his photographs, each one of which tells its story.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, rejuvenating Neglected Trees and Practical Tree Surgery.

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# HORTICULTURE

Vol. XXVIII

NOVEMBER 30, 1918

No. 22

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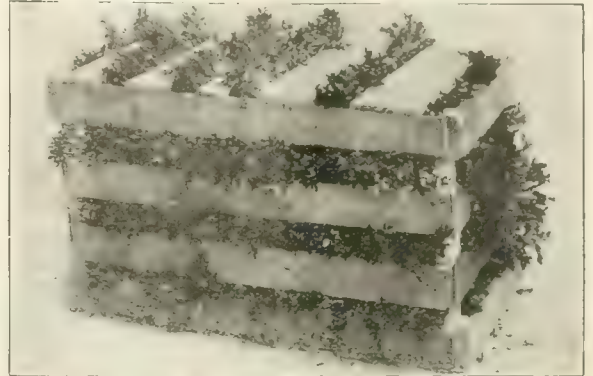
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**Class Articles** Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles: Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

**General Index** The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

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# THE OUTLOOK FOR GREENHOUSE BUILDING AND HEATING

By Philip J. Foley, Chicago.

It is pretty hard for one to predict the future, but were I to attempt it, I would say that we look for a revival in the construction of greenhouses on private estates, with some activity in commercial greenhouse construction, as many of the old ranges are in pretty bad shape and will have to be rebuilt, repaired, etc. A great many will have to be torn down, as the cost of heating them in their present condition, with the future price of coal giving promise of bringing fairly high, if not as high as it has been, making it necessary to conserve on heat, which conservation can only be attained by the rebuilding of the old tumbledown structures or their destruction and the building of new ones.

It may seem a strange statement to make, but the savings made by some of our customers who have tight houses and properly installed heating plants, pay interest on the total investment. We have in mind one plant, where the heating for the winter season of 1917-1918 cost less than 5c. a square foot, while other plants now in operation are trying to make money and pay interest on their investment when their heating is costing from 10 to 13c. per square foot.

Now just for example, take a range having 50,000 feet of ground covered, which is costing 10c. a square foot for heating, which would be \$5,000. A similar sized plant of 50,000 square feet is heated at 5c., hence

a saving of one half or \$2,500. Now \$2,500 with interest at 5 per cent. per annum on \$50,000, and many plants of medium, or even large size have not cost \$1.00 per square foot to construct, consequently 50,000 square feet of ground covered, costing we will say \$1.00 per square foot including ground, would mean an investment of \$50,000, with a consequent saving of 5 per cent. on the investment.

Unfortunately too many of our commercial growers try to "save at the spigot and lose at the bung-hole." They seem to lose track of the fact that a greenhouse properly constructed will last 20 to 30 years, and a good heating plant properly installed, will not add more than 5 per cent. or 10 per cent. at the outside to the cost of that range with a slipshod poor heating plant. That 10 per cent. if you will, will surely be saved in the first two years in the cost of heating, and not only is that saving made in the cost of the fuel, but it costs for labor to haul and shovel the coal and take out and dispose of the ashes.

It is my opinion that the men who build houses hereafter will, or at least should pay more attention to the installation of a proper heating plant, if they expect to make the money out of their business that they would be entitled to, having an investment in money and putting in their best years and efforts in trying to make a successful business.

## BARBERRY THUNBERGII IMPURITY.

E. C. Stakman, pathologist, states as follows:

"If our observations are correct, practically all of the barberry sold as Thunbergii is raised from seed. It is presumable that this seed is mostly collected from fruiting bushes in this country, rather than being imported. It is well-known that Thunbergii hybridizes freely with Vulgaris if there is the least opportunity. So many of the nurseries and private estates offer this opportunity, that it is a certainty that much of the barberry now offered as Thunbergii is first generation hybrids or seedlings from such plants. Apparently the only barberry that we can be sure is the true Thunbergii which must be grown from cuttings or from seed gathered where no possibility of hybridization can possibly occur. The great variety of form of growth and arrangement of fruiting clusters observable in the barberry sent out in the past several years by most nurserymen, is evidence of lack of purity."

Supplementary an inquiry as to the foregoing statement, Prof. Stakman

writes to the Elm City Nursery Co., as follows:

Gentlemen:—Replying to your letter of October 22 in which you ask whether hybrids between B. vulgaris and B. Thunbergii are susceptible to rust, such hybrids are very likely to rust.

We have made observations on a large number of them and there is no question of their susceptibility. As a matter of fact, hybrids between the two varieties often show practically all of the characteristics of B. Thunbergii and still rust severely.

## LIME NOW ON FREE LIST.

Prof. A. E. Stene of the Rhode Island State College calls attention to the removal of all restrictions upon the production or use of lime or crushed or pulverized limestone in any form for agricultural use and that this restores the sale of lime for agricultural purposes to its pre-war status, also that the importance of lime in agriculture has been recognized by the War Industries Board and that it is one of the first commodities to be placed upon a normal basis in an after-the-war program.

## BITUMINOUS STORAGE LIMIT OFF

All storage restrictions on bituminous coal were removed November 22 by the United States Fuel Administration in conformity to the action of the War Industries Board in cancelling its preferential industries list. Anthracite coal is not affected, however, by the ruling of the Fuel Administration. Every industry and every householder in the country now may store as much bituminous coal as desired or obtainable, as the action of the War Industries Board removes the necessity for the Fuel Administration to distinguish longer among different classes of industrial plants.

The restrictions just raised provided for the accumulation by the consumers in the preference classes defined by the War Industries Board, of reserve stocks of bituminous coal, in accordance with their location in relation to various mine fields and their classification on the preference schedule.

All industries located farthest from distribution points, particularly those in New England and in the northwest are found not only to be well stocked, in accordance with Fuel Administration specifications, but in many cases have surpluses above those amounts.



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**Enterprise checked** We see no striking evidence thus far that any general provision has been made by the trade to provide substitute material to fill the place left vacant by the discontinuance of European plant shipments. Long ago the warning was sounded in the trade papers and attention called to the unprecedented opportunity in prospect, which if promptly and intelligently acted upon, would make a place for things not hitherto exploited and exclusively products of home industry. Other than the usual supply of old favorites, however, there appears as yet nothing out of the common, although it is quite possible something may come to the surface later. The coal restrictions have undoubtedly acted as a deterrent to all such enterprise this year.

**Asters and "China Asters"** "The Observant Citizen," a staff correspondent of the Boston Post, is responsible for the following, published on November 23:

"Today is the centennial of the birth of James Vick, whose name is still familiar to flower growers all over the United States, largely from what he did in developing the humble wild aster of the fields into a blossom that rivals the chrysanthemum."

To those who are conversant with botany or the origin

of our garden flowers this will be "some news." The author has evidently confused the hardy perennial wild aster of our fields with the annual "China aster," *Calistephus chinensis*, which the Vick family has done much to develop to the high standard which it has now reached as a florists' flower. In connection with the foregoing it is an interesting fact that our native asters are much more highly appreciated in England, where they are popularly known as "Michaelmas daisies," than they are here. British growers have produced many handsome hybrids in this genus.

**Belgium's day** Four years ago last spring, a few days before the invasion and spoilation of Belgium, we received from Brussels the prospectus of a proposed new periodical entitled *Le Nouveau Jardin Pittoresque*, with a communication from l'Association Nationale, stating that it was the intention to publish the journal as an Association bulletin. The sample title page accompanying, was an artistic production and an excellent forecast of the high character of the periodical. The awful calamity which suddenly fell upon Belgium evidently put an end to all the plans so auspiciously laid, for from that day to the present time no word has ever come to tell their fate. But, during the bitter years which have intervened our thoughts and our sympathies have often wandered to Brussels, hoping for the day to come when, perhaps, *Le Nouveau Jardin Pittoresque* might blossom forth unmolested and fulfil its mission in the development of the most precious of the arts of peace in its pillaged home. That Belgium may be soon enabled to re-establish her well-won horticultural rank and prosperity is *HORTICULTURE*'s sincere wish in this day of jubilation.

**Looking ahead** Before this copy of *HORTICULTURE* can reach its readers the initial established holiday of the winter season will have passed into history and we shall be able perhaps to size up in some degree what measure of support the public is disposed to extend to the florist and its bent in respect to the general use of flowers during the coming months. People are primarily looking for a speedy decline in the cost of living, which has reached such burdensome proportions, and it is possible that the tendency toward a freer indulgence in flowers may be somewhat deterred while the process of reducing the weekly outgo for other necessities goes on. But the florists' record throughout these trying times has been 100 per cent good and he can challenge comparison for patriotism and benevolence with any other industry relatively able and the flower people have certainly lost nothing in public regard by their deportment as a class all through the war period. Flowers and plants are among the few commodities which have not been enhanced in value by the war conditions, although the cost of carrying on a florists' business has increased "by leaps and bounds." Coal and fertilizers for the grower and the entire list of requisites for the modern retail flower store—not to speak of clerk hire and labor of every description—have added enormously to the florists' expense account, while the selling value of the product has stood still, except in isolated and temporary times of extreme scarcity. So the margin of profit has been at the vanishing point. The best the florist can hope for under present and presumptive conditions is to find a steady market for all he produces, obviating the losses of former years in oversupply and waste, and that is no small matter.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

One month now to the end of the year. We are nearly \$5,000 short of the \$50,000 required to put the 1918 stage of our campaign over the top—or, had we better say, to the top.

Our committees have every reason to believe that subscriptions to complete the fund will not be wanting, and are going ahead with the program already laid out. Why? Because the reports coming in to our Promotion Bureau are such as to make even the man with cold blood enthuse. East, North, South, Middle West and West, the feeling is that our publicity has had the effect of stimulating business to a remarkable extent. If it was possible to accomplish this result in times such as we have just passed through, what are we to expect in the better times which are before us? Already florists are asking why we did not start a campaign before. The answer is easy—we were not organized for the effort. Now, through the generous contributions of a large number of whole-hearted florists, we have approached a point where we may well consider ourselves organized, and our work is having a telling effect.

## LET'S KEEP OUR HEADS.

There is not the slightest cause for any feeling of alarm or uneasiness lest the change from a war to a peace footing be accompanied by unemployment and misery. The release of soldiers and civilian war workers will be conducted gradually in order that fighters and munitions workers may be directed to other employments as they are released.

The War Industries Board has announced that its policy will be to gradually lift various restrictions and curtailments and will encourage the resumption and extension of peace-time industrial operations.

The War Department will not release soldiers faster than they can be absorbed and will not cancel contracts without previous consultation with the War Industries Board and the Department of Labor.

Chairman Hurley, of the Shipping

We want to keep going. We want our slogan, "Say it with Flowers," to be continually in the public mind, and we are proceeding in the right way to accomplish it.

But we must have the requisite funds to fully attain our object. We have had to anticipate the little shortage we are complaining of. Surely there are enough good souls among the large number of florists who have not yet subscribed to help us over our goal. No matter whether a retail florist or a grower, the fund is worthy of support. It should be remembered that some florists have contributed as much as \$500. There's faith for you. And these same florists are satisfied that they have had their money's worth in increased business. The more money, the more publicity, and the bigger the volume of business.

Help now, when help is most wanted.

Take advantage of our direct aid service. Use the newspaper electrotypes we have provided, and connect your establishments with the magazine advertising. Display our signs, and popularize our slogan in your community. Our Christmas advertisement in a number of national maga-

zines will bring business to your door if you will run our newspaper electrotypes in your local newspapers. Send us a dollar and one will be mailed to you right away. Get your advertising going early and you will not want for Christmas trade.

## Department of Plant Registration.

Public notice is hereby given that A. N. Pierson, Inc., Cromwell, Conn., submits for registration the new geranium here described:

Geranium General Pershing—Single. Color, vivid salmon, shading to light salmon-pink towards the petal edge. Foliage, bronzy green, medium size. Compact in growth and extremely free and continuous in flowering, hence an improvement on existing varieties in this color for bedding or decorative purposes.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

JOHN YOUNG, Secy.

1170 B'way, New York, Nov. 30, 1918.

Board, says that the shipbuilding industry will continue in full force and that 100,000 more men will be needed.

The Department of Agriculture and the Food Administration are calling the attention of the country to the vital need of great crops next year and the finding of sufficient labor for their planting and harvesting.

The Employment Service will have a large part to play, and its work of the past week is indicative of its ability to meet the great task it is beginning. Let's keep our heads, obey orders, and all will be well.—*U. S. Employment Service Bulletin.*

## WM. P. STARK JOINS COTTAGE GARDENS NURSERIES.

Wm. P. Stark, formerly of Louisiana, Missouri, has associated himself with the Cottage Gardens Nurseries of California. Mr. Stark takes a position of operating manager and sales director. He will have entire charge of the production, as well as the selling

end of the business. He will dispose of his interests in Louisiana and associate himself permanently with the Cottage Gardens Nurseries and give it his entire time and attention.

Mr. Stark is well known to the nursery trade. He has made a thorough examination of the Cottage Gardens properties and has concluded that there is a great future in store for its business.

## PERSONAL.

Thomas Proctor, gardener at Blantyre, Lenox, Mass., has resigned his position, and has been appointed superintendent of Planting Fields, the estate of William R. Coe, Oyster Bay, N. Y.

George Westland, for over twelve years gardener at Osgood Hill, the estate of Nathaniel Stevens, North Andover, Mass., has resigned, and intends to take a long rest before accepting a new position.



## CLUBS AND SOCIETIES

### LANCASTER COUNTY FLORISTS' ASSOCIATION.

Our last meeting started with a visiting trip somewhat hampered in numbers on account of the labor situation, but there were a round dozen of us and three machines. The first stop was made at the establishment of H. D. Rohrer where we found the usual good batch of carnations nearly all Supreme and Matchless, a house of sweet peas, one of calendula and myosotis and a number of houses filled with chrysanthemums. In addition to their cut flower business they are heavy growers of primula and cyclamen and a bed of callas that had been moved over from the establishment of Lemon Landis before the fuel situation had been settled, Mr. Landis having his houses planted to winter vegetables.

The B. F. Barr greenhouses were next visited and here we found the usual display of plants and flowers grown to supply his large retail trade at the store. The new boiler house is a model of efficiency and almost fire proof. Rudolph Nagle was the next stop and here we found the usual winter supply of flowers as well as several houses of sweet peas among which is an extra fine white sport of Yarrawa that he expects to work up into a regular stock. Enos Kohr's was the last place visited and here the chrysanthemums also were cleaned up and the houses will be run without heat for the winter. His immense carnation houses are planted to three varieties, Matchless, Mrs. C. W. Ward and Alice. The cut has been enormous all through Oct., so that if there is any one in this section will make money out of carnations this season it is our friend Enos. The help problem is partly served by the employment of women for tying, cutting and disbudding carnations.

The evening meeting was held in the store room of B. F. Barr, our regular place having been commandeered by the War Work Committee. The paper for discussion was the one written by Mr. Pollworth on the Commission House of the Future, and was discussed by the various members with the consensus of opinion being that the grower and the commission man should be in hearty co-operation with each other all the time and plantings should be discussed and decided a year ahead whenever practical.

M. J. Brinton gave us what he is

pleased to call a rambling talk but which is always full of good advice, and he thought that the past year had taught us all to get more out of our places with less expense and that many hitherto undiscovered leaks would be eliminated and work for better efficiency in the business. He also emphasized the fact that good business policy was not to invest our money in new glass as fast as it is made but to have some in reserve for just such occasions as we have experienced the past year. He recommended that the club get in touch with W. G. McAdoo and write a petition asking for better express service for cut flowers and plants, said petition to be signed by every member. This was unanimously agreed to and it is hoped every club in the United States will follow suit.

The club invested from its treasury \$300.00 in Liberty Bonds, which made a pretty near 100 per cent. investment.

A Victory Social Session will be held in the Brennehan Building on Tuesday evening, Dec. 10th, with Messrs. A. F. Strickler, Lemon Landis and H. K. Rohrer managing it. There will be bowling, billiards, pool, cards and eats.

ALBERT M. HERR.

### NASSAU COUNTY HORTICULTURAL SOCIETY

The monthly meeting and exhibit of this society was held in Glen Cove, N. Y., Nov. 13th. Each chrysanthemum class was won by Jas. McCarthy. Thomas Twigg's special for the 12 heaviest potatoes was won by Frank Petroccia. Cultural certificate to Frank Petroccia for lettuce, honorable mention to John Dombrowski for seedling anemone chrysanthemums. James Holloway exhibited 43 potatoes from one tuber planted on Aug. 24th and upon request made a few remarks upon this exhibit which were quite interesting. A letter of condolence was ordered sent to the family of the late Mrs. C. F. Cartledge and to Herman Boutcher, a member of this society who has just recently lost his wife. President Robt. Jones generously donated \$10.00 to be used as prizes for table decorations by gardeners' assistants at our next meeting, Dec. 11th. The society's prize classes are: 25 brussels sprouts, 6 leaks and 50 single violets. The president announced that as the next meeting will be the annual meeting and election of officers, it will commence

at 6.45 p. m. sharp, and it is hoped as many members as possible will attend. It was decided to hold a smoker at the conclusion of this meeting.

HARRY GOODBAND, Cor. Secy.

### NEW ENGLAND GARDENERS' CONFERENCE.

The gardeners' New England conference held under the auspices of the Boston and vicinity members of the National Association of Gardeners at Horticultural Hall on Friday evening, Nov. 22nd, was called to order by Wm. N. Craig, acting as chairman, who in a stirring patriotic address called attention to what the United States and her Allies have recently achieved but warned that there is still much to be done before world democracy becomes a reality. In his remarks, Mr. Craig referred to the wonderful services rendered by the War Gardens, but stated that this work also is not completed, as production and conservation in the next few years will be as necessary as at any time during the war. Mr. Craig outlined the program of the evening, briefly referred to the several subjects to come up for discussion, and then read a letter from Robert Weel of Cleveland, president of the national association, regretting his inability to attend the conference and mentioning some of the problems which will confront the gardeners during the post-war period, recommending them to the conference for consideration.

Mr. Craig introduced H. D. Hemenway of the National War Garden Commission, Washington, D. C., who announced that the planting done in the War Gardens during the last two years will be taken up this coming year by the Victory Gardens, as it is more essential than ever that food be produced F. O. B. the kitchen door. The speaker presented some figures of the amount of production and the number of gardeners engaged in War Gardens, which were astounding in their enormity. He made the statement that unless the United States provided food for Russia next year starvation would be widespread over that country, and that official records show that thousands of people, among them principally children, starved to death in the streets last year. Other countries must be provided for but Russia appears to be the greatest sufferer through the halting in crop cultivation. It was stated by Mr. Hem-

enway that the National War Garden Commission is planning a campaign to increase, if possible, the production of food by home gardeners so that as much as possible of the country's general production can be released to the suffering nations. In the discussion that followed, it soon became apparent that the impression prevailed in many communities that War Gardens were a thing of the past and not to be resumed next year. After learning how urgent it was that this work be continued, the members present, who had been actively engaged in this work, pledged themselves to renew their efforts, and a motion was unanimously carried that the National Association of Gardeners co-operate in every way possible with the National War Garden Commission in furthering the campaign it has under way, and that individual members of the association interest themselves in the work in their respective communities by offering their aid wherever they can serve.

J. K. M. L. Farquhar, who requires no introduction to a Boston audience, was called on by the chair to speak on the effects of plant import restrictions on American horticulture. After relating his several visits to Washington to protest against the proposed restrictions and the disposition of the Federal Horticultural Board to put the proposed restrictions into force, Mr. Farquhar stated that American nurserymen were already growing plants, some of them of better quality than the foreign product, of varieties that it was believed a few years ago could not be produced in this country, and that in time other varieties would be produced. The speaker agreed that while the restrictions might even be a good incentive to increase production among American nurserymen, the time limit of the plant import restrictions should be extended to give American nurserymen opportunity to prepare to meet the demand for their stock that will be occasioned by closing the doors to foreign plants.

Mr. Leonard Barron of New York said that he had been endeavoring to discover just how American nurserymen stood on the question of plant import restrictions and that his investigations proved they were somewhat divided on the matter; that he was disposed to believe in the long run it would be a good thing for American nurserymen, though he believed that more time should have been given to prepare themselves against the restrictions. In the discussion that followed, it was claimed that if American nurserymen would turn to the cultivation

# CHRISTMAS SPECIALS

This Christmas will be the greatest Christmas of all time. The people will buy Christmas goods as never before. Mr. Florist, don't be afraid, don't have the slightest fear to prepare yourself ahead of time, and save yourself great disappointment.

## CHRISTMAS BASKETS

We have spent much time and thought to make up a **CHRISTMAS BASKET**, already filled with **CHRISTMAS MATERIAL** only, ready to be sold to your customers. The basket, which is rustic, consists of **CONES, GREEN RUSCUS, PRESERVED BOXWOOD, RED RUSCUS, RED FRIEZE**, etc. Every part of this basket brings forth to the mind of your customer **CHRISTMAS TIME** and **CHRISTMAS CHEER**. Each basket is boxed separately, which makes it easy to ship, insures perfect arrival, and makes it easy for your customer to carry home.

### COMPLETE BASKET — Including the Box

Size A.....\$5.40 per dozen

Size B..... 7.80 per dozen

### Order Now — Save Yourself Worry — Display Early

These baskets are just as good in a year from now, as all the material is preserved, and **WILL NOT DRY UP OR LOSE COLOR**.

**RED RUSCUS**, bright color and perfectly dry.....95c per lb.  
**GREEN RUSCUS**, A No. 1 quality, perfectly flexible and good color .....70c per lb.  
**RED ROPING**, 60 yards to the ball, very best color and quality .....85c per ball.  
**RED IMMORTELLS**, while they last,  
 50c per bunch, \$5.50 per doz. bunches.

We carry a full line of other **CHRISTMAS SUPPLIES**, such as **POINSETTIAS**, Crepe Paper, Wax Paper, Chiffons, etc.

Don't forget that we are headquarters for **ARTIFICIAL FLOWERS, WAX DESIGNS, SPRAYS, MAGNOLIA WREATHS, FROSTED MAPLE, BROWN ARTIFICIAL GALAX**, etc., etc. We handle a full line of **CUT FLOWER BASKETS**, and everything in **FLORISTS' MANILA BOXES**. We are direct manufacturers of **CYCAS LEAVES**.

## BOSTON FLORAL SUPPLY CO.

Manufacturers of Florists' Supplies

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BOSTON, MASS.



## PETAIS (CHINESE CABBAGE).



A—HEART OF LETTUCE



B—PETAIS

The illustrations show two vegetables, in a state of equal freshness, ready to serve as salad. It will be observed by comparison that A, heart of lettuce, does not stand up as crisply nor as firmly as B, the Pettai; nor does the former have the inviting and appetizing appearance clearly noticeable in Pettai.

Petais is a supplement of lettuce recommended by the Department of Agriculture, not a substitute for it. It can be grown throughout the whole country and at about half the expense of lettuce. It keeps better than lettuce, and, pound for pound, probably contains as much of the valuable substance for which we eat lettuce.

Technically Pettai is not a cabbage and the unfortunate use of the name Chinese cabbage should not create prejudice against it. Pettai is grown from seed, just as lettuce is grown. It attains the height of 12 to 14 inches and when ready to serve it resembles the heart of lettuce.

Apply to your seedsman for seed.

of our native plants, it would be possible to develop truly American gardens. The opinion prevailed, however, that until the nurserymen can furnish such plants, there should be some modification in the restrictions on foreign plants, and the secretary was instructed by a motion, to learn if it were not possible to have some action taken to have the proposed restrictions deferred for at least three years.

A general discussion followed of the problems which the gardener will have to contend with during the reconstruction period, and the difficulty he will have in obtaining capable assistants, as many of the young men of the profession who joined the colors, will turn to more lucrative vocations. The question of training young men in this country was discussed, but the difficulty of interesting them in the work, due to the small inducements that must be held out, was considered a decided factor against succeeding. The substitution of young women, who though accredited with achieving much in the war work, was not favorably regarded. That the 'gardeners' compensation is not at all commensurate with that of other professions, was generally agreed on but it was contended that many gardeners are themselves responsible for this condition. The cultivation of greater confidence between the estate owner and the gardener, it was agreed would be of much benefit to the men of the profession.

M. C. Ebel, secretary of the national

association, pleaded for a more united co-operation between the gardeners through their national organization in order that many of the problems that now confront the gardeners may be overcome, and that their profession may receive the recognition it is entitled to, from among those requiring the services of those engaged in it.

The conference, which was well attended, was pronounced a success.

## AMERICAN ROSE SOCIETY.

## Rose Registration.

The following varieties have been presented for registration and unless objections are filed with the Secretary of the Society within three weeks of this publication, the registration will become permanent:

By M. H. Walsh, Woods Hole, Mass.—Name: Nokomis. Class: Wichuraiana. Parentage: Wichuraiana × Comte de Rainaud.

Description: Climber with light glossy green foliage; hardy and free of growth. Flower larger than Lady Gay or Dorothy Perkins, of dark rose-pink color, in clusters of 25 or 35 blooms, double and slightly fragrant. Superior for its hardiness, vigor, foliage and size of bloom.

By the E. G. Hill Company, Richmond, Ind.—Name: Victor. Class: Hybrid Tea. Parentage: Ophelia × Killarney Brilliant.

Description: Upright, strong, free growth, with large, deep green foliage. Flower large, deep rose or often red in color, semi-double. The bud

is extremely long and the flower has a strong fragrance. Full petalage and a good keeper. The variety is similar to Killarney Brilliant, but shows an improvement in size.

Name: Golden Rule. Class: Hybrid Tea. Parentage: Ophelia × Sunburst.

Description: This variety is similar to Ophelia in all characters except it is a clear yellow in color. It is a stronger grower than Sunburst.

Name: Mme. Butterfly. Class: Hybrid Tea. Parentage: Ophelia Sport.

Description: This variety is similar to Ophelia in all characters except that its color is greatly intensified.

E. A. WHITE, Secy.

## CLUB AND SOCIETY NOTES.

The Worcester County (Mass.) Horticultural Society will hold its annual meeting in Horticultural Hall, December 4th, when officers for the ensuing year will be elected and reports of the year will be read.

At the annual meeting of the Niagara Falls Horticultural Society the following officers for the ensuing year were elected: president, H. J. Moore; honorary presidents, Mayor H. P. Stephens and C. N. Clendening; first vice-president, Mrs. J. Sherlock; second vice-president, G. Emery; directors, Mrs. W. McHattie, A. B. Scott, F. Graham, E. Baxter, J. L. Vanstone, J. Mee, H. K. Beam, T. W. Shackel and Mrs. F. Anderson. The secretary and treasurer will be appointed at the meeting of the board of directors.

# Many of the Boys are to be Home For CHRISTMAS

There will be great rejoicing and if the S. A. F. Publicity Bureau, Horticulture, and other active agencies make the impression they should, the coming Christmas will be the greatest this country has ever seen, florally and otherwise.

## GET READY

and hasten this great trade revival with confidence and courage.

## Advertise! Advertise!! Advertise!!!

Tell the trade readers of Horticulture what you have to sell to them. Let them know you are ready to meet them on the common ground of

## BETTER BUSINESS FOR ALL

Every issue of Horticulture from now until the Holidays will be at your service to co-operate in every possible way. We await your copy and instructions.

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147 Summer Street, BOSTON, MASS.



## LOCAL AND GENERAL NEWS

### PHILADELPHIA.

Howard M. Earl reports that his last word from the front was Oct. 20th and at that date his two sons, Jack and Douglas, were still safe.

Jno. R. Andre, the well-known rose grower of Doylestown, Pa., opened a retail establishment in the center of that borough on Nov. 27th.

John W. Pepper, of Jenkintown, passed away on November 15th. He had a fine private estate and was a good patron of horticulture. His head gardener for about a quarter century (Wm. Robertson) carried the fame of his place far beyond local limits, and Mr. Pepper was always his keen backer and took great delight in his efforts for the advancement of gardening.

In regard the proposed new holiday Nov. 11th, public opinion in this vicinity seems to be in favor of making Thanksgiving Day hereafter Nov. 11th as a national holiday instead of a movable one. This would obviate two holidays in one month and would also widen the distance from Christmas, which latter seems desirable for business reasons. Probably there might be some opposition from New England sentiment where the day had its origin, but the rest of the country would no doubt approve.

It is reported that there has been a great decrease in insanity during the war. This to many seems remarkable and no one can give a reasonable explanation. The only explanation that occurs to us is that the crazy ones had to hold themselves in reserve for the time being for fear the military authorities might get after them. But now that the war is over they can all go crazy again—about anything or nothing—and the Norristown Asylum will be likely to have more than its average. Judging by the daily press the political atmosphere seems well charged in this direction.

**Rochester, N. Y.**—Mrs. E. P. Wilson of Edgerton street entertained the Lady Florists' Association on Tuesday, Nov. 19th. They met to make plans for the coming winter and arrangements were made to do Red Cross work every other week.

**J. B. Keller Sons** are redecorating the interior of the store in white enamel throughout.

**Sayville, N. Y.**—Mrs. Joseph Becvar is continuing the florist business of her late husband.

### CHICAGO.

Thanksgiving questions of the retailers to the wholesalers just before the big day are—"How many may I have?" "What portion of my order can you fill?"

J. C. Craig, well known pioneer retail florist of Chicago, is recovering from a severe illness. Mr. Craig has been in the florists' business continuously since 1874.

Mrs. Chas. McKellar, who went to Benton Harbor three weeks ago for baths for rheumatism, has been very ill with influenza while there and was not able to be moved. She is now convalescent and hopes to return in time to spend Thanksgiving in her own home.

The first fall of snow came Friday, Nov. 22, and completely covered the ground. Every twig and branch held a generous amount of snow and nature was wonderfully beautiful in the suburbs. The florists were not all ready for it and many will watch their opportunity to plant the tulips in the outdoor beds, if the snow leaves again.

Allie Zech, president of Zech & Mann, had the courage to try and plant the florists "over the top" in the United War Work drive. The quota was apportioned according to the amount subscribed in the recent 4th Liberty Loan drive, and was \$12,500. In the last drive, the outlying florists turned their money to swell the florists' returns, but on this occasion they felt it their duty to give their respective towns the benefit, with the result that the florists will fall far short of the mark. Though they have given as much as before and possibly more, the credit will not be theirs as florists, which is to be regretted.

### BOSTON.

The greenhouse of Miss Helen Mansfield, in the rear of her home, 53 Pine Grove avenue, Lynn, was gutted by fire Tuesday a. m., Nov. 19, with a loss of about \$500 to building and contents. An exploding oil heater is thought to have caused the blaze.

Corp. William C. Kelly of the 101st Machine Gun Company, who was reported killed in action on Oct. 25, was well known in Winthrop where he had a well-established florist trade up to the declaration of war on Germany. He served on the Mexican border with the old Winthrop Machine Gun Company and was still a member when it was merged into the 101st. Corp. Kelly is an East Boston boy born and bred.

## HYDRANGEAS

Pot grown, 1 year old, out of pots. Varieties such as Mme. Riveraine, Gen. de Vibraye, Radiant, Bouquet Rose, Avalanche, Mme. Trauffault, Mme. Mouilliere, Souv. de Chautard, Lily Mouilliere

Flowering branches	Per 100
5 to 6.....	\$20.00
7 to 10.....	30.00
10 to 12.....	40.00
12 to 15.....	50.00
	75.00

Terms: Cash with order. Packing charges of 5% of value of order will be added.

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Pretty well sold out but tell us your wants and we will do our best as always. Headquarters still for

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Fruit and Ornamental Trees, Shrubs, Small Fruits, Clematis, Evergreens and Roses.

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### HOLLAND NURSERIES

BEST HARDY RHODODENDRONS, AZALEAS, CONIFERS, CLEMATIS, H. P. ROSES, SHRUBS AND HERBACEOUS PLANTS.

**P. OUWERKERK,** 216 Jane Street, West Hoboken Heights, P. O. No. 1 Hoboken, N. J.

### NEW YORK.

Report has it that the Asmus rose growing establishment in West Hoboken is to be shut down this winter.

George F. Struck announces that he has resigned his position with the Heatherhome Seed and Nursery Co. to take effect Nov. 30th, and that he will not be connected with the florists' trade in the future.

Directors of the American Forestry Association, meeting here Nov. 23, sent messages to the Board of Commissioners of the District of Columbia and to Mayor Hylan of New York, urging the planting of memorial trees in honor of soldiers killed on European battlefields. It was suggested that the Washington board select an appropriate place for planting trees for the allied nations, while the New York executive was requested to have "Victory Oaks" or "Victory Elms" planted as a part of the city's memorial to her soldier dead. The forestry association offered to cooperate in such work.

## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Bolgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

### Corn-Borer Now Limited to Two Small Sections.

According to the State Department of Agriculture, the corn-borer pest is now limited to a small territory north of Boston, including Beverly, Wrentham, Topsfield, Reading, and also a southerly section, taking in the eastern half of Newton and from there out to the shore line.

Not only has the borer been found in corn stalks, but in large weeds of all kinds; also in oats and even geraniums and dahlias. It has been buried as deep as 12 inches and has made its way to the light from that depth. That is one reason why the Commission recommends that all infected vegetation be burned rather than buried.

### Wholesale Seedsmen's League.

At the annual meeting of the Wholesale Seedsmen's League which was held at the Hardware Club, New York, November 14, the following officers were elected: John L. Hunt, Cambridge, N. Y., president; Lem W. Bowen, Detroit, Mich., vice-president; Burnett Landreth, Jr., Bristol, Pa., secretary. All the directors were re-elected.

### ST. LOUIS.

The St. Louis Florist Club held their postponed meeting on the 21st of November at the Missouri Botanical Garden. The report of the publicity committee announced the placing of advertisements in the Globe-Democrat and Post-Dispatch announcing Thanksgiving Day. Fred Ammann of Edwardsville, Ill., president elect of the S. A. F., made an eloquent address on the publicity movement. Secretary J. J. Windler proposed that the next meeting should be an open one, inviting all florists irrespective of membership to attend this meeting, and endeavor to get every retailer interested and a subscriber to the movement. Luther Armstrong showed a new yellow chrysanthemum which he had named Marjorie Armstrong. After the meeting the members viewed the chrysanthemum display at the Garden. Edward Cicoski has opened up his new store at High and Franklin streets. This is a prominent corner and no flower store in the immediate vicinity.

**"Seeds with a Lineage" All Varieties**  
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue  
**CARTERS TESTED SEEDS, Inc.** 166 Chamber of Commerce Bldg., Boston, Mass.

## Obituary

### William King Murray.

William King Murray, nurseryman of Flushing, N. Y., for over fifty years, died Nov. 15th, aged 79 years. He is survived by two daughters and three sons.

### Mrs. George Volke.

Mrs. Volke, wife of George Volke, of the New York Cut Flower Co., died at her home in Richmond Hill on November 12, of pneumonia, aged 28 years. She is survived by her husband and one son.

### Alfred A. Marshall.

Alfred Augustus Marshall, famed the country over as an apple grower and horticulturist, died at his home, 31 Prospect street, Fitchburg, Mass., Nov. 17th, aged 73 years. Mr. Marshall is survived by his wife and two sons.

### Mrs. Pierre Milliot.

Anna Frances Milliot, widow of Pierre Milliot, died at her home in Yonkers, N. Y., on November 14, aged 74 years. She has been a representative florist for half a century, assisted by members of her family. She leaves four sons and four daughters.

### Raymond C. Thoires.

Among the seriously wounded at the front announced on the 20th inst. appeared the name of Raymond C. Thoires, a son of James M. Thoires, the well known Camden florist. He was associated with his father in business and was a member of the Florists' Club of Philadelphia. He was a corporal in the 104th Engineers' Corps. The battle in which the casualty happened took place Oct. 4th. Now comes the news that he has succumbed. Our sincere sympathy is hereby extended to his sorrowing family and friends.

### BUSINESS TROUBLES.

Lake Forest, Ill.—D. D. P. Roy, seedsman; liabilities, \$5,359.33; assets, \$2,755.61.

Los Angeles, Cal.—The Aggeler & Musser Seed Co. has moved its wholesale and retail seed business to 620 South Spring street.

## SEEDS AND BULBS

**Waddington's**

128 Chambers St., N. Y. City

**FREESIA PURITY MAMMOTH**,  $\frac{3}{4}$  inch and up.  
**SWEET PEAS**, Winter Flowering Spencer, best varieties.  
**LILIUM GIGANTEUM**, from cold storage, in cases of 350.  
**CYCLAMEN SEED**, finest American grown, new varieties.

**CINERARIA BEGONIA**

**"NICE" STOCKS, ETC.**

Send us a card stating kind and quantities wanted and will give you special prices.

**J. M. THORBURN & CO.**

53 Barclay Street  
Through to 54 Park Place  
NEW YORK CITY

## BAMBOO CANE STAKES

	Per bale	Per bale
NATURAL, 6-9 ft.,	600	\$7.00
" 9-12 ft.,	400	8.50

Prices ex warehouse New York  
Terms—Net cash 30 days.

**McHUTCHISON & CO.**

95 Chambers St., New York

## STUMPP & WALTER CO.

**Seeds and Bulbs**

30-32 Barclay Street  
NEW YORK CITY

## FREESIA PURITY

New Crop Now on Hand.

**NEW CROP PERENNIAL FLOWER SEEDS**  
**JOSEPH BRECK & SONS' CORP.**  
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Deliver orders from any part of the country to

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We Cover all Points in Maine

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Leading Retail Florists Listed by  
Towns for Ready Reference. Orders  
transferred by telegram or otherwise  
to any of the firms whose address is  
here given will be promptly and prop-  
erly filled and delivered.

Albany, N. Y.—H. G. Eyres, 106 State St.

Albany, N. Y.—The Rosery, 23 Steuben St.

Albany, N. Y.—Danker.

Bangor, Me.—Adam Sekenger, 32 New-  
bury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Cambridge, Mass.—John McKenzie.

Chicago—William J. Smyth, Michigan  
Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid  
Ave.

Cleveland, O.—Adam Graham & Sons,  
5523 Euclid Ave.

Cleveland, O.—Knable Bros., 1836 W. 25th  
St.

Cleveland, O.—The Smith & Fetters Co.,  
735 Euclid Ave.

Denver, Col.—Park Floral Co., 1643  
Broadway.

Detroit, Mich.—J. Breitmeyer's Sons,  
corner Broadway and Gratiot Ave.

Elizabeth, N. J.—Leahy's, 1169 E. Jersey  
St.

East Orange, N. J.—Smith, The Florist.

Fall River, Mass.—Warburton, 495 New  
Boston Rd. and 36 N. Main St.

Kansas City, Mo.—Samuel Murray, 1017  
Grand Ave.

New Haven, Conn.—J. N. Champion &  
Co., 1026 Chapel St.

New York—David Clarke's Sons, 2139-  
2141 Broadway.

New York—Alex. McConnell, 611 5th Ave.

New York—Young & Nugent, 42 W. 28th.

New York—A. T. Bunyard, 413 Madison  
Ave., at 48th St.

New York—Dards, N. E. corner 44th St.  
and Madison Ave.

New York—G. E. M. Stumpp, 761 Fifth  
Ave.

New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.

New York—Kottmiller, 426 Madison Ave.  
and 49th St., also Vanderbilt Hotel.

New York—Max Schling, 785 Fifth Ave.

Omaha, Neb.—Hess & Swoboda, 1415  
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Providence, R. I.—Johnston Bros., 38  
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Rochester, N. Y.—J. B. Keller Sons, 25  
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St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.

St. Paul, Minn.—Holm & Olson, Inc.  
Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
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Toronto, Can.—J. H. Dunlop, 8-10 West  
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Washington, D. C.—Gude Bros., 1214 F  
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Flowers of Every Kind in Season

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Will take good care of your orders  
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ANDERSON service means fresh, sturdy  
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**WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
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**A NEW RETAILERS' ASSOCIATION.**

The meeting of the Chicago retailers, which was in session when we went to press last week, completed the organization of that body and it is now called The Chicago Retail Florists' Association. The charter closed with 24 members; the by-laws offered at the previous meeting adopted and the officers elected as follows: L. R. Bohannon, president; A. Lange, vice-president; W. J. Smythe, treasurer; Wm. Wienhoeber, secretary. The organization has been carefully planned and its officers are all men who have made enviable reputations as successful florists. Its membership is composed of prominent florists and such an organization ought to acceptably handle the many perplexing things that often hamper the retail business.

**NEW FLOWER STORES.**

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Pittsfield, Mass.—F. I. Drake & Co., florists, are to move December 1 from 215 North street to the north half of the Enright shoe store in the Hull-Morton block.

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We deliver by automobile in East, West and South Orange, also Glen Ridge, Montclair, Bloomfield, Newark and New York.

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**WARBURTON**  
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Deliveries of Flowers and Plants in FALL RIVER and contiguous territory.



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**BEAUTIES**

will be filled complete if you  
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The quality is the best and the  
price is right.

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**ZECH & MANN**  
We are Wholesale Florists Doing  
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**EDWARDS FOLDING BOX CO.**  
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From Henry M. Robinson & Co.**

*For Safety Place Your Orders With Us*

**HENRY M. ROBINSON & CO.**  
2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

**WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100  
TO DEALERS ONLY**

	BOSTON Nov. 30		ST. LOUIS Nov. 25		PHILA. Nov. 25	
<b>Roses</b>						
Am Beauty, Special	20.00	to 75.00	30.00	to 40.00	60.00	to 75.00
" " Fancy and Extra	12.00	to 50.00	20.00	to 30.00	40.00	to 50.00
" " No. 1 and culls	8.00	to 25.00	10.00	to 20.00	25.00	to 30.00
Russell	6.00	to 25.00	10.00	to 35.00	10.00	to 30.00
Hadley	6.00	to 15.00	5.00	to 25.00	6.00	to 30.00
Mock Key	6.00	to 20.00	5.00	to 25.00	10.00	to 15.00
Arenberg, Hoosier Beauty	4.00	to 18.00	5.00	to 10.00	6.00	to 20.00
Ward, Hillingdon	4.00	to 18.00	6.00	to 12.00	6.00	to 8.00
Killarney, Key, Taft	0.00	to 18.00	8.00	to 12.00	5.00	to 10.00
Ophelia, Sunburst	6.00	to 10.00	8.00	to 15.00	6.00	to 15.00
<b>Carnations</b>	4.50	to 10.00	8.00	to 10.00	4.00	to 5.00
Cattleyas	50.00	to 75.00	50.00	to 8.00	40.00	to 50.00
Lilies, Longiflorum	12.00	to 16.00	20.00	to 25.00	.....	to 15.00
Lilies, Speciosum	8.00	to 15.00	.....	.....	.....	.....
Lily of the Valley	6.00	to 8.00	3.00	to 1.00	.....	.....
Snapdragon	.....	.....	4.00	to 6.00	4.00	to 8.00
Violets	.75	to 1.50	1.50	to 3.00	.50	to 1.00
Dahlias	.....	.....	.....	.....	.....	.....
Calendula	1.00	to 2.00	5.00	to 8.00	.....	to 4.00
Chrysanthemums	10.00	to 25.00	15.00	to 75.00	10.00	to 4.00
Gardenias	.....	.....	.....	.....	.....	.....
Adiantum	1.00	to 1.25	.....	to 1.00	.....	to 1.00
Smilax	.....	to 25.00	.....	to 25.00	.....	to 25.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	25.00	to 100.00	50.00	to 60.00

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The B. A. Snyder Co. was founded on Quality, Service and Right Prices; nothing spectacular ever entered in our methods.

Our original idea of Quality, Service and Price to our many customers has earned for us the cognomen as the **House of Quality**, with a square deal to all.

So, that today with the most modern store in New England, we cannot refrain from rejoicing over the fact that it is our pleasure to offer our numerous customers throughout the country our Service and Facilities unsurpassed by none for you to command.

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### Flower Market Reports

These notes are written **BOSTON** on the day before Thanksgiving and the final report of the flower situation as affected by the holiday cannot now be foreseen. There is a short supply of roses, but apparently enough carnations and chrysanthemums to fill the demand at the very high prices asked. These seem to lag because out-of-town florists are unable to meet the wholesale figure and come out whole. The quality of the stock in evidence is all right. The cold spell has retarded the plants and hardened the texture of the flowers.

When this is in print **CHICAGO** Thanksgiving will be over. At this writing, a shortage of stock exists and shipping orders are being cut. It does not seem possible that any grower would be unwise enough to hold back chrysanthemum stock at this time (Monday) and as the last minute telegrams are sure to come, it is evident that the demand will far exceed supply. Chrysanthemums, always so much to be desired at Thanksgiving, were hurried on by mild weather and bright sunshine and the stock is nearly all cut. Roses have been selling well and have been only about equal to demand for many weeks, so the extra demand finds no accumulation waiting for it. Carnations are not quite so easy to figure on, growers having formed a habit of holding back their stock, often to such an extent as to make it worthless when placed on the market and only the day before Thanksgiving will tell whether this year that will happen again. There are few carnations to-

### WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS ONLY

	CINCINNATI Nov. 20		CHICAGO Nov. 25		BUFFALO Nov. 25		PITTSBURG Nov. 25	
<b>Roses</b>								
Am. Beauty, Special.....	25.00	to 35.00	40.00	to 50.00	60.00	to 75.00	50.00	to 75.00
" " Fancy and Extra.....	15.00	to 20.00	30.00	to 40.00	40.00	to 50.00	30.00	to 40.00
" " No. 1 and culls.....	6.00	to 10.00	15.00	to 20.00	5.00	to 8.00	20.00	to 25.00
Russell.....	6.00	to 15.00	6.00	to 25.00	6.00	to 15.00	10.00	to 20.00
Hadley.....	6.00	to 12.00	15.00	to 20.00	6.00	to 15.00	10.00	to 15.00
Euler, Mock.....	6.00	to 12.00	15.00	to 20.00	6.00	to 10.00	10.00	to 15.00
Arenberg, Hoosier Beauty.....	5.00	to 8.00	6.00	to 25.00	6.00	to 15.00	10.00	to 15.00
Ward, Hillingdon.....	4.00	to 6.00	4.00	to 10.00	5.00	to 8.00	6.00	to 12.00
Killarney, Key, Taft.....	3.00	to 6.00	4.00	to 10.00	6.00	to 12.00	6.00	to 15.00
Ophelia, Sunburst.....	3.00	to 4.00	4.00	to 10.00	6.00	to 12.00	6.00	to 15.00
<b>Carnations</b>								
Cattleyas.....	60.00	to 75.00	65.00	to 90.00	60.00	to 75.00	60.00	to 75.00
Lilies, Longiflorum.....	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	10.00	to 20.00
Lilies, Speciosum.....	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Lily of the Valley.....	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Snopdragon.....	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Violets.....	4.00	to 5.00	4.00	to 5.00	4.00	to 5.00	4.00	to 5.00
Dahlias.....	4.00	to 5.00	4.00	to 5.00	4.00	to 5.00	4.00	to 5.00
Calendula.....	15.00	to 20.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Chrysanthemums.....	15.00	to 20.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Gardenias.....	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Adiantum.....	15.00	to 20.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Smilax.....	15.00	to 20.00	10.00	to 15.00	10.00	to 15.00	10.00	to 15.00
Asparagus Plu. & Sprea. (100 Bhs.)	25.00	to 35.00	25.00	to 35.00	25.00	to 35.00	25.00	to 35.00

day and anything good sells for 8 cents. Miscellaneous stock and greens are scarce.

The Thanksgiving demand is very heavy but there are not enough flowers in the market to satisfy all of it. The Thanksgiving supply is about fair but at that is the shortest this market has ever had for that day. Warm and bright weather up to almost the first of this week brought out many flowers that would ordinarily have held for that holiday. Business has been so good that it has taken up this cut as fast as it came into the market. Prices are up to a high point they always reach when the market is short on stock and the demand good. Shipping business continues strong. The rose supply is much shorter than it was up to a week or ten days ago. The carnation and lily supply is fair. The chrysanthemum supply is shorter than is usual at this time of the year. Stevia

is in the market and is proving good property.

During the week **CLEVELAND** ending November 23 there was not sufficient stock to take care of the brisk demand. If it were not for the growers holding back for Thanksgiving, the entire chrysanthemum crop would have been exhausted before that time. The supply is light and prices slightly higher. Receipts of roses are insufficient but carnations are arriving in greater quantities. A few lilies and callas are being offered. Despite the fact that a full supply of fuel may be had, a period of pronounced shortage will be inaugurated in early December. Greens from the south are arriving with more regularity. Adiantum is scarce and local asparagus is pretty well cut out. Since the virtual ending of the war the call for the smaller flowers for corsages has increased, but as yet there is little snap in the market

(Continued on page 544)



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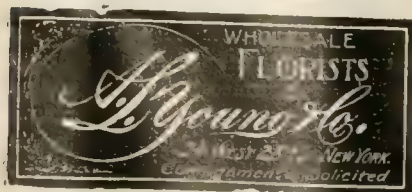
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55-57 West 26th Street  
Telephones, 13-4410 Madison Square  
MAURICE L. GLASS, Treasurer  
Consignments Solicited

### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Nov. 23 1918		First Part of Week beginning Nov. 25 1918	
American Beauty, Special .....	25.00	to 60.00	25.00	to 75.00
" " Fancy and Extra .....	10.00	to 25.00	15.00	to 35.00
" " No. 1 and culls .....	2.00	to 10.00	3.00	to 10.00
Russell .....	2.00	to 15.00	6.00	to 15.00
Hadley .....	3.00	to 15.00	6.00	to 15.00
Euler, Mock, Key .....	2.00	to 15.00	6.00	to 35.00
Arenberg, Hoosier Beauty .....	2.00	to 8.00	6.00	to 15.00
Ward, Hillingdon .....	2.00	to 5.00	6.00	to 15.00
Killarney, Taft .....	2.00	to 6.00	6.00	to 15.00
Ophelia, Sunburst .....	2.00	to 10.00	6.00	to 20.00
Carnations .....	1.50	to 3.00	3.00	to 6.00

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**Florists' Supplies**

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**WILLIAM MACKIE**  
WHOLESALE FLORIST

105 West 28th Street, NEW YORK  
Consignments Solicited  
TELEPHONE: FARRAGUT 750



## Flower Market Reports

(Continued from page 541)

for orchids, lily of the valley and the choicer miniature roses.

A sudden turn to NEW YORK hard freezing temperatures has resulted in a reduced cut of roses and generally influenced a sharp advance in prices on all flowers for Thanksgiving Day. But when these notes are in print our readers will know the Thanksgiving Day story better than anybody can predict it, hence, we "hold our horses" until next issue, hoping everybody will get what he expects, provided that his expectation is fair and reasonable.

We have had a PHILADELPHIA fairly good week here; no great advance in prices but a pretty good clean up. The short roses have gone better and the finer qualities have held their own very well. There is no glut of chrysanthemums and that market is in a very healthy condition. The crops of the finer varieties seem to have materialized a little earlier than usual, which makes it look like a bit of a scramble for the Thanksgiving trade. Carnations are getting better in shipping condition. The softness has disappeared, the fine cool weather having hardened them up.

Chrysanthemums of good quality are the chief sellers in this market but have been none too plentiful, as most of the growers are looking forward at this writing to a big Thanksgiving trade. Roses are good but have been quite scarce. Violets are poor. Carnations of good quality and sell well. Artificial baskets and wreaths are already being made for Christmas trade.

The market the past ST. LOUIS week was a strong one. Funeral work and hospital flowers kept the retailers busy, and the latter part of week all flowers

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118 West 28th St.

NEW YORK

TELEPHONES  
Farragut 167 and 3055

### NEW YORK QUOTATIONS PER 100. To Dealers Only

#### MISCELLANEOUS

	Last Part of Week ending Nov. 23 1918		First Part of Week beginning Nov. 25 1918	
Cattleyas.....	25.00	to 50.00	25.00	to 50.00
Lilies, Longiflorum.....	8.00	to 10.00	10.00	to 15.00
Lilies, Speciosum.....	8.00	to 5.00	5.00	to 10.00
Lily of the Valley.....	3.00	to 8.00	4.00	to 8.00
Snapdragon.....	25.00	to 35.00	20.00	to 35.00
Violets.....	.30	to .60	.30	to 1.00
Dahlias.....	.....	.....	.....	.....
Calceolus.....	1.00	to 1.50	1.00	to 1.25
Chrysanthemums.....	6.00	to 35.00	6.00	to 35.00
Gardenias.....	20.00	to 35.00	20.00	to 35.00
Adiantum.....	.25	to .50	.25	to .50
Smilax.....	10.00	to 12.00	10.00	to 20.00
Asparagus Plumosus, & Spreng (100 bunches).....	10.00	to 15.00	10.00	to 25.00

were held at holiday prices. Roses and carnations showed considerable advance and chrysanthemums in white and light colors brought fancy prices. Smilax was scarce, also violets, which had call since cool weather started. The wholesalers are displaying holiday goods, red and green ruscus, etc.

#### VISITORS' REGISTER.

Boston — Leonard Barron, Garden City, N. Y.; H. D. Hemenway, Washington, D. C.; M. C. Ebel, Madison, N. J.; Dr. L. H. Bailey, Ithaca, N. Y.

Chicago—Mr. and Mrs. Roy Currie, Milwaukee, Wis.; Mr. and Mrs. E. D. Curtis, Webster City, Iowa; Chas. Frueh, Saginaw, Mich.; A. Barber of Park Flower Shop, Cleveland, Ohio; Milton Alexander, New York; Sam'l Selligman, New York; A. Williams, Muncie, Ind.; Fred Reutschler, Madison, Wis.; Alfred Forder, Cincinnati, O.; A. E. Kunderd, Goshen, Ind.; L. S. Hines, Omaha, Neb.

Philadelphia — J. H. Hasson, Atlantic City, N. J.; Charles Sim, Rosemont, Pa.; James M. Thoers, Camden, N. J.; John Young, secretary S. A. F., N. Y. City; Charles H. Totty, Madison, N. J.; John Kirschner, Cleveland, O.; Miss Helen Lou Dundore Moore, Lancaster, Pa.; Mrs. M. M. Schiltze, Charlotte, N. C.; Mrs. Chas. Uttley, Harrisburg, Pa.; Robert Bard, Syracuse, N. Y.; W. J. Stroth, Forty Fort, Pa.; H. C. Neubrand, Middletown, Conn.; B. F. Delaney, J. Chas. McCullough Co., Cincinnati.

Newark, N. Y.—Mrs. Margaret Loring has sold the greenhouses and business of the Loring Floral Company to Wm. Stimming, a former employee.

#### CHRYSANTHEMUM EXHIBIT AT PITTSBURGH FLORISTS' CLUB.

At the club meeting on November 5 there was a splendid exhibit, mainly chrysanthemums. A yellow seedling by Manus Curran of Sewickley, was much admired. It is a cross between Wm. Turner and Odessa. He also had a fine collection of pompons, among them a pink and a white. Wm. Thompson showed many standard varieties, also a fine lot of pompons. Jas. Murphy, James Stewart and Herman Roff were also well represented. Schenley Park had a handsome exhibit. The awards were as follows: First class certificate to Manus Curran for his seedling; cultural certificate for collection to Wm. Thompson, Jas. Murphy, Jas. Stewart, Herman Roff and Schenley Park.

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For sale by dealers.



## BETTERING THE FLOWER TRADE

By Otto Amling, Before the Chicago Florists' Club.

As a member of a committee appointed by the president "to make recommendations for bettering conditions in the trade," I have made a careful study of this subject. My observations and experience lead me to submit first, an analysis of the situation, and then recommendations for improvements.

At present, under existing conditions all branches of the trade are suffering and not getting the returns they should. The hardest hit of all is the grower, the backbone of the business, who has by far the greatest investment of any, the biggest fixed expense in depreciation, and otherwise, and an extremely hazardous business. He is at present facing a serious situation and wondering whether it will be possible for him to survive. However, upon his welfare depends the further existence of the wholesaler and retailer.

Reports show that many greenhouse establishments are now operating at a loss. Of these many, finding it impossible to produce at a loss indefinitely, will close down all, or part of their houses, to keep from losing more. This reduction in the supply, added to the former output of the glass already abandoned, may cut quite a figure in the future of our business, and directly affect both wholesaler and retailer.

To prevent further curtailment of production it is necessary to get better average prices for the grower than those prevailing in past seasons. To this end the co-operation and assistance of all branches of the trade are needed. Better average prices will keep the growers above water, increase the commission and lessen the handling expense of the wholesaler and insure the retailer a steady flow of stock.

It has been suggested that the only solution of the grower's problem is the establishment of a powerful growers' organization to handle the selling and establish a chain of stores for the direct disposal of flowers to the public at profitable prices. This, however, may be unnecessary, as there is no reason why the established wholesale houses should not handle the stock at prices that will enable the grower to make ends meet.

### Must Know Cost of Production

To accomplish this, it is necessary

in the first place, for the wholesaler to know what profitable prices for flowers are, and secondly, to get them. Many wholesalers have no producing experience; that of others is antiquated. Therefore it is necessary for the grower to supply an accurate record of present day cost of production per flower, from which to determine the price he should get for the various varieties and grades from time to time to bring the season's average up to what it should be. I am convinced that a thorough knowledge of what it costs to produce each flower today will open the eyes of many men in the flower business, and lead them to realize more fully that each flower has a value, and spur them on to get better average prices and not sell as cheaply as has been common practice most of the time in the past.

Profitable prices can be gotten by the wholesaler if asked. Many times it requires nothing more than the asking. It should be borne in mind that nature brings on by far the largest quantity of stock during spring and summer months, and that the prevailing prices in these months in a great measure decides the season's average price. Even though prices may seem high during some months when production is low, to make up for the low averages prevailing at times, requires selling at these good figures.

Uniform prices by all houses on equal stock, and the establishment and maintenance of a minimum price on flowers, such as \$1 per 100 on roses, 50c. per 100 on carnations, and similar figures on other staple articles, would also result in materially improving weekly returns to the grower, as frequently as much stock can be sold at these figures than could be moved if allowed to drop still further, thereby demoralizing the market.

### Prevent Glut Damage by Gifts to Hospitals

It would be better, in times of abundance, to donate to the hospitals the unsold surplus, if any, after prices have reached these extremely low levels, than follow the practices of many wholesalers to offer stock for sale at 50c. per 100 when competitors are asking a higher established minimum. No greater quantity of stock is sold at the lower figure and the loss to the grower and wholesaler is

tremendous. It matters little whether John Doe's stock is sold, or that of Jim Smith, nor whether one wholesaler makes the sale, or another. The main thing is that someone make a profitable sale and not below the established minimum. If all wholesalers keep this in mind the wonderful mutual results will be reflected on the grower's statement.

### Reconsignment Disadvantages.

Another practice of the wholesaler which has frequently come within my own personal observation, which does not work out to the grower's best interests, is the reconsignment of stock, and the neglect at times of one wholesaler to charge another market price for goods bought although the stock so purchased is oftentimes again billed out at top market prices. In fact, some wholesalers have few or no consignors, and openly boast of being able to buy stock from others at prices enabling them to resell at wholesale at figures yielding them as high as 100 per cent. profit. Growers can curb this practice and get the full price at which stock is billed to the retailer less the usual 15 per cent. commission by so distributing their stock that no one house will be overloaded on certain stock and placing it as nearly direct to the buyer as possible.

### Establish Grade Standards

A uniform system of grading such stock as roses by all growers, to a certain length of stem, say 12 in. and under, 15 in., 18 in., 24 in., 30 in., 36 in. and 48 in., to tie them in bundles of 50 each, allowing one extra for breakage, would materially lessen the expense of handling the stock by the wholesaler as frequently stock can be sold in these original bundles, thereby eliminating some of the breakage and bruises incidental to regrading. Open flowers ready for immediate sale should be kept separate. Bundles of a given length of stem would reduce the practice of some of the wholesalers' employes in cutting stems short unnecessarily, just because they think they ought to be so. Often I have seen this, much to my disgust. It costs money to grow every inch of stem on a rose, so the full length of stem should be utilized whenever possible, and stems reduced in length no more than necessary.



### Advisory Board and Bulletins Suggested

A plan that has struck me as practical is the establishment of an advisory board consisting of three representative men from each branch of the trade—wholesalers, retailers and growers—meeting twice a week to discuss prevailing conditions. Such meetings would help in a great measure towards bringing about closer co-operation. Such board, for instance, could issue bulletins after each meeting, a separate one to the retailers featuring the items that represent the best value at the time, owing to the quantity on hand. The prospects of the cut for the next few days, as gauged by the weather conditions and by information furnished by the growers, would also help the retailer with his plants. Retailers would be thus enabled during times of overabundance to get bargains if quantity purchases are made, and should go out and make a splurge, giving the public part of the benefit of their large purchases, thereby moving a large quantity of stock (much the same as the dry goods man in his line), resulting in new customers, and a handsome profit, besides eliminating the competition of the department stores.

The growers bulletin would contain timely advice, such as: "Cut stock tighter, due to prevailing heat wave. Market overfilled on roses; pinch what stock you can to have it come later. Much stock arriving infected with mildew. Get after thrips, etc." The recipient of this bulletin would stop to think whether any of his stock has been neglected in any way, so much could be accomplished toward raising the quality of flowers received on the market. Under prevailing conditions the individual wholesaler often hesitates to call a grower's attention to his neglect, fearing he may lose a consignor even though such advice would mean many dollars in his pocket, still more to the grower and more general satisfaction to the retailer.

### Wholesaler Should Be the Balance Wheel.

After all, the wholesaler, as the grower's selling agent, and the source of supply for the retailer, controls the situation. It is my honest belief that he can do more than any other at this time to furnish immediate relief, enabling the grower to continue his difficult task in these times of stress, and by so doing improve his own welfare, as well as that of the retailer.

My general idea of improvements in the present system to afford immediate relief for the grower, can be termed as "cutting off the rough edges

of the wholesaler's present practices" and closer co-operation by both retailer and grower with the wholesaler. Permit me to suggest the following:

#### Summary of Recommendations.

1. Growers, study the costs of production, and bring them to the knowledge of the wholesalers.
2. Wholesalers, don't be bashful about asking a price. Remember that your season's return per flower must average above the costs to enable the grower to live, and that the price received during the months of heaviest production decide the average more than the seemingly high prices usually prevalent when cuts are low.
3. Wholesalers, establish a minimum price of \$1 per 100 on roses, 50c. per 100 on carnations and similarly on other staple articles.
4. Wholesalers, always bear in mind that even though you may lose a sale by asking a price from a customer who wants to buy for a song, by maintaining uniform prices, some other man will make a profitable sale, resulting in mutual benefits.
5. Growers, consign your stock to the house through which it reaches the retailer most directly.
6. Wholesalers, charge one another full market price, you owe it to the growers.
7. Growers, co-operate with, and assist your wholesalers by a uniform system of grading and bunching, adopting such standard sizes as 12 in., 15 in., 18 in., 24 in., 30 in., 36 in. and 48 in. for roses.
8. Wholesalers, remember that each inch of stem costs money to produce and utilize full length whenever possible.
9. The election of a representative advisory board of nine members three to be chosen from each branch of the trade meeting twice weekly in the trade's interest.
10. The issuance of two semi-weekly bulletins one for the retailer, and one for the grower.
11. Retailers to purchase as much as possible the items on the long side of the market in sufficient quantity to prevent stock from reaching the department stores, thereby reaping the benefit for themselves.

It has been my aim to depict conditions as they exist, not solely to criticize, but with a view to affect improvements which will insure the future prosperity of our business, and result in mutual benefits.

#### Figuring Cost of Production.

Cost of production has been arrived at by taking the total operating expenses for the year, including proper depreciation charges and 6 per cent. interest on the total investment and dividing this into the total number of square feet of bench space. Thereafter the cost per square foot is used as a basis for all other determinations.

The cost of operation per square foot of bench space of an exclusive rose growing establishment for the fiscal year ending June 30, 1918, was 67.6c. per square foot, divided as follows:

#### Cost of Operating Rose House.

Items	Cost in Cents per Sq. Ft.
Wages	21.44
Coal	11.32
Commission on sales	10.14
Depreciation on plant and equipment	4.73
Interest on investment	4.35
General expenses	3.88
Fertilizers	2.15
Boxes and wrappings and expressage	1.58
Water (power bills and other expenses)	1.40
Plants and seeds	1.26
Insecticides	.79
Taxes	1.13
Insurance	.03

The present day cost of operating each square foot is, and the total for the current year will be, much higher than the average prevailing during the past year. For instance, much coal was bought the fore part of the year at lower figures and with lower freight rates attached than obtainable now. Labor also is now considerably higher. The latter you will note comes first in order of importance with coal ranking next. These two represent a grower's heaviest expense items and any increases are reflected immediately on his balance sheet. Of course, the advances of other items since last year also add to a grower's difficulties.

#### Minimum Gross Return per Square Foot.

Considering all advances and the extremely hazardous nature of the business with little or no insurance, due to the almost prohibitive rates, I feel the gross returns per square foot per season, to meet present conditions, and provide a profit commensurate with the chances taken, should be no less than 96.2c. per square foot on roses, and similar crops requiring the same high temperature, fertilizer and amount of time to handle. These figures would be somewhat lower in the case of carnations and other cool growing crops.

The cost of operating per square foot is the basic figure for all other determinations. Some varieties of roses such as Russell are sometimes set closer, but the average planting distance of most growers is 12 in. by 15 in. Each plant thus occupies 1 1/4 square foot of bench space. The gross returns per plant on roses should be not less than \$1.20 on varieties occupying 1 1/4 sq. ft., and proportionately according to distance set.

The average annual wholesale price that must be obtained to reach this figure depends on the quantity of flowers a plant will produce on an av-



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erage per season. Later we expect to have an accurate record of the average length of stem of other varieties, but compilation of the average production of good average flowers per plant from records of the past three years together with the average length of stem on Russell shows as follows: Russell, 17.3 flowers; Brilliant, 32.4; White Killarney, 35.1; Milady, 25.4; Ophelia, 26.5; Sunburst, 26.4. Taking \$1.20, the lowest amount a plant should return in a season and dividing it into the average yield of each variety for a series of years, gives us the average price that should prevail on each variety, namely: Russell, 6.26c. each; Brilliant, 3.69c.; White Killarney, 3.29c.; Milady, 4.67c.; Ophelia, 4.38c.; Sunburst, 4.52c.

The selling price should necessarily be considerably higher for select stock and correspondingly lower for stock grading lower. Also the prices during the cold season when the yield is limited and operating costs heaviest should go above the year's average of the exceedingly low prices during the season of heaviest production.

Although I have no late records on carnations, from past experience and from the best information obtainable, I would venture to say that the gross returns should be no less than 81c. per square foot. Figuring a carnation plant as occupying 5-9 sq. ft. of bench space, and taking a general average yield on all varieties of eighteen flowers per plant would bring the season's price to 2½c. Selling prices of all other flowers and plants may be determined from the foregoing basis.

We learn by telegram from August Rolker & Sons, New York, on Wednesday, Nov. 27, that a letter has been received from the Federal Horticultural Board dated November 26, in reply to their last protest, addressed to Secretary Houston under date November 20, stating that the proposed regulations were approved by the Secretary on November 18 in substantially the form outlined in the Chairman's letter, August 29.

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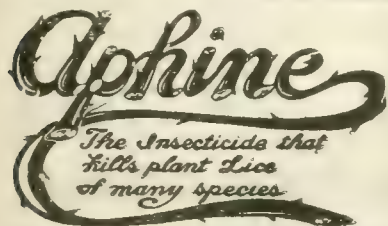
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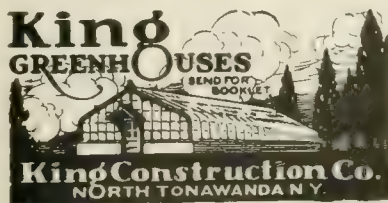
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Rhinebeck, N. Y.—Fire broke out in one of the violet houses of the Rhinebeck Violet Association plant on South street, Nov. 12th, and destroyed a portion of one of the greenhouses and completely consumed the work shop, office and storm house.



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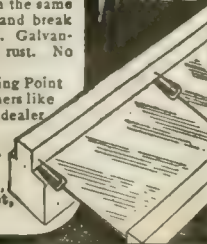
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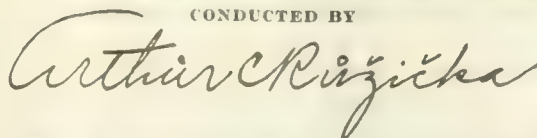
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# ROSE GROWING UNDER GLASS

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Ruzicka. Such communications should invariably be addressed to the office of HORTICULTURE.

## The Christmas Crop

This coming Christmas is going to be the greatest Christmas in the history of the world and plenty of flowers will be used—more roses than ever. Growers whose plants are well cared for, stocky and able to take feed and stand a little forcing, will cut a lot. Care should be taken, however, not to ruin the plants, so as to have something cutting during January and February when roses are naturally scarce and prices often exceed those paid around Christmas. All roses to be in for the holidays should now be showing buds. A little extra feed will help draw up the stems. Liquid manure cannot be beaten for the work. Water well with clear water, then apply the liquid. A little tankage, bonemeal or blood and bone can also be used to good advantage. Plants growing freely will take a light dressing of either every week, using liquid manure about once a week also. Plants must be plenty wet enough at the roots when any feed is applied or they will be crippled at once, and it will be spring before they recover if at all.

## Ventilation

With coal scarce and high it will be necessary to be careful about leaving the vents open, and also about leaving them shut. Roses, to thrive and pay, must have air and although there is such a thing as wasting heat, it is far better to waste a little heat than to be too saving and have the roses suffer from lack of air, with a dose of mildew as a result. Put the ventilating on its winter schedule, and apply more air as soon as the houses reach 64 degrees, or if it had been below 26 degrees outside and the houses had been closed tight, apply a crack of air at 64 degrees, a little more at 68 degrees and more at 72 degrees and then run the houses 74 degrees to 76 degrees and even a shade warmer should it be necessary to push this or that house a little harder than usual. In the afternoon bring the temperature down gradually, turning in a pipe of steam when the temperature inside drops to 66, and gradually increasing the amount of heat as it is needed. Always have the steam in before the houses are closed down, or put down to a crack, and no matter how cold it may be outside, never should the houses be closed up while the sun is still shining. This applies especially to new houses or older houses in very good condition, as these are very tight and allow little air to get in other than that which gets in through the ventilators.

## Tying

Keep up on this at all costs, for roses can be quickly ruined by not being kept tied properly, especially American Beauties which will go blind almost as soon as they are allowed to lie around the least bit. Spider,

too, will surely gain a foothold if the plants are not kept straight up, and spot will start on all branches that hang down touching the mulch here and there. Tie them all up, being very careful not to bunch the plants. With Beauties care must be taken to keep them all on the same side of the wires and with Teas tie all shoots just below the second eye from the bottom. If this rule is followed, a great deal of time will be saved in cutting, as no one will have to look around for eyes, merely cutting one eye above the string. Do not put the string around the stake, as is done when tying to wires, for the stakes can never be pulled out without cutting the whole plant loose first, and this would prove a very trying job next July with the thermometer up to 90 in the shade.

## Protect the Boilers

See that there is enough asbestos on the boilers and pipes to properly protect them from exposure. If the boiler house is too warm it means that a lot of heat is being wasted. This can be easily stopped by covering everything well with asbestos. It is surprising how much more easily steam is kept up afterward. Also examine all mains and see that they are well covered, and high and dry above the bottom of the trench, not lying in surface water or else covered with soil. All soil should be removed where it comes in contact with the pipes as this saps the heat a good deal. Paint the pipes where they are in damp quarters and cover them up well.

## Last Call for Repairs

It is quite cold now to make repairs to glass, etc., but it will soon be much colder, and snow is now due. Get in the broken glass and do not patch it too much. The amount of cold air that a patched up pane of glass will let in will cost far more to heat than a new pane of glass, and the new glass has to be bought and paid for some time in the near future anyhow. If there are any poor sides in the houses that leak like a sieve, see that they are covered with a good quality of heavy tar paper or light roofing. This will save coal until the walls can be rebuilt.

## Drains

See that all drains are open and catch basins clean. Unless all drains are properly working water will remain here and there and cause mischief. All traps should have checks wherever there is danger of water backing up from the sewers. We happen to know of a place or two which nearly froze one spring because water came into the cellars faster than it could be gotten out and rose above the fire boxes and put the fires out. It was never known to happen there before, but then one must be ready for all emergencies.



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us a thoughtful and instructive presentation of a subject  
 that vitally concerns us all.

Plant  
 exclusion  
 now a fact

The much protested bill for drastic  
 plant quarantine as a protection against  
 introduction of insect pests and plant  
 diseases has been signed by D. F. Hous-  
 ton, secretary of agriculture and is now a  
 law, to become effective on and after June 1, 1919. Until  
 that time, presumably, importation of plants under re-  
 strictions hitherto in force may be carried on to such  
 extent as the unsettled and irregular transportation  
 facilities warrant. The new order of things will neces-  
 sitate a general realignment of the wholesale florist  
 plant trade the full trend and effect of which it is as yet  
 difficult to foresee. But it is inevitable and, in our  
 opinion all talk of injunctions and a fight in the courts  
 by the florist trade is a hopeless agitation. The best we  
 can look for is that the result may be a new stimulation  
 to enterprise in home grown material. This is what a  
 large section of the American nursery trade are looking  
 for and, if rightly taken advantage of, it means much  
 for those interests. This legislation—helpful or disas-  
 trous as it may be regarded by variant interests—is but  
 one item in the vastly changed conditions to which the  
 commercial world must now prepare to adjust itself.  
 Rebuilding time is here.

Were we disposed to make a guess as to  
 the immediate future of the florist trade,  
 we should consider the present situa-  
 tion, as it appears from a comprehen-  
 sive and unbiased view, as distinctly foreshadowing a  
 season of insufficient supply and well sustained values for  
 most lines of flower product. This condition is very  
 likely to be developed strongly at Christmas and that it  
 is so summed up in the minds of the retail trade is evi-  
 dent from the preliminary run on greens, dried and  
 artificial supplies and other substitute material which is  
 being experienced by wholesale houses making a specialty  
 of these things. Whatever may be our sentiments as to  
 the use of such goods by the florist trade in lieu of fresh  
 natural flowers, it might as well be accepted that the  
 business at the present juncture is confronted by a con-  
 dition and not a theory and we must submit and "make  
 the best of it," looking ahead to the time coming when  
 the flower producing trade will once more reach a nor-  
 mal balance of supply and demand. The supply men  
 are having their own troubles in the difficulty to obtain  
 raw materials even at enormously advanced cost and in  
 the demoralized transportation facilities which have  
 prevailed and are likely to prevail for a long time to  
 come.

We think our readers will enjoy and also  
 profit by a perusal of Mr. Thilow's paper  
 on "The Florist Business After the War,"  
 which is published in this number of HORTICULTURE. It is a very comprehensive and lucid pres-  
 entation of the influences born of the war period, the  
 new problems to be controlled, the lessons learned and  
 the preparations that must be made if we are to hold  
 our own and make creditable progress on a plane with  
 other industries which have been affected in like manner  
 as this of ours. Mr. Thilow has been in a position to  
 observe all phases of the great upheaval and has given

## CHRISTMAS

### What Have You to Say to the Trade?

Next issue of HORTICULTURE will be the  
**RIGHT PLACE and RIGHT TIME for your  
 Advertisement. Let us have copy by Wed-  
 nesday morning, Dec. 11th please.**

# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

Nearly every mail now brings to the Secretary's office requests, accompanied by cash in various forms, for deliveries of flowers at Christmas in different parts of the country. Many, of course, are from soldiers in France. If our publicity is working to this extent abroad, what may we expect it is doing here at home? Our slogan "Say it with Flowers" is taking hold better even than we expected. And our Christmas advertisements in the magazines are doing just what we intended they should do—they are influencing the public to consider floral offerings as most acceptable and desirable Christmas gifts.

It may be stated once more, that eight magazines of national circulation are carrying our Christmas message. If we can judge by indications, this advertising will result in an enormous amount of business for florists which without it would not be produced. And yet hundred of florists who will share in this increased business seem to be unable to make up their minds that it is to their own interests to subscribe to our Publicity Campaign Fund, so that we can complete our plans for the present year. Most subscribers of amounts of \$100 or more are amazed to think that in spite of an improved demand for flowers resulting from our efforts so far there is an apparent un-

willingness on the part of many florists to shoulder even a very small ratio of the expense. A quarter dollar a week seems an insignificant sum, but we should be glad to enter up subscriptions for it just the same—less if anybody thinks they cannot afford that much.

Those among our subscribers who have watched closely the progress of our campaign declare that there can be no doubt about the fact that business has been increased from 15 to 35 per cent over what would have been the aggregate this particularly lean year.

The best way to get direct benefit from our magazine advertising is to connect with it locally by running in in local newspapers, under a florist's own name, an electrotype which is, as nearly possible, a counterpart of the magazine advertisement. Our Promotion Bureau, at 1170 Broadway, New York, supplies these electrotypes at cost. The Christmas electrotype is now ready. Send us a dollar and it will be promptly mailed. With proper use it will demonstrate to you better than anything else the value of our campaign. It is a sure winner. The hundreds of florists who have used the electrotypes previously sent out are all back again for the Christmas production. They know its value, for they have determined it by experience.

We have a little pamphlet describing all our aids for direct advertising. Anyone who has not received a copy

should drop us a request for one. These aids are designed especially to assist the trade to get the full benefit from our advertising.

The following new subscriptions are recorded:

Annually four years: W. H. Baldwin, Conshohocken, Pa., \$5.00; C. Herman & Son, Frederick, Md., \$5; A. N. Kinsman, Inc., Austin, Me., \$10; Harold A. Ryan, Cambridge, Mass. (second subscription), \$5; Edward Jacob, Irvington, N. J., \$10; Valentine Burgevin, Inc., Kingston, N. Y., \$25; William Swinbank, Sycamore, Ill., \$5; G. W. Jacobs, Canton, Ill., \$10; R. N. Brancley, Three Forks, Mont., \$5; The Flower Shop, Pittsfield, Mass. (2nd subs.), \$10; J. J. Habermehl's Sons, Philadelphia, \$25; Lord's Flower Room, Topeka, Kansas, \$5; The Silvious & Silvious Floral Co., Ashtabula, O., \$10; Park Floral Co., Denver, Col., \$25; Arthur Taylor, Boonton, N. J., \$5; Victor Ridenour, Philadelphia, \$20. Total, \$180. Previously reported from all sources, \$44,959.25. Grand total, \$45,139.25.

The officers of the various florists' clubs and societies are reminded that if their organization can qualify for representation upon the Executive Board of the Society of American Florists and Ornamental Horticulturists, evidence of qualification in accordance with By-Law 2, Sec. 2 (a) must be in the hands of the Secretary before January 1st next. It is necessary, under the By-Law, that a complete list of membership of an affiliating organization be presented, together with a certified copy of a resolution passed by the body expressing a desire for such representation.

JOHN YOUNG, Secy.

1170 Broadway, N. Y.

November 30, 1918.

## LAELIO-CATTLEYA MAUBEUGE.

A new hybrid named Laelio-Cattleya Maubeuge, raised between Cattleya Rex and Laelio-Cattleya Ophir (*C. Dowiana aurea* × *L. xanthina*), is announced by the raisers, Messrs. Sander, St. Albans, Eng. The bloom has a strong resemblance to that of *C. Rex*, but is florally far superior to that species, and possesses the clear yellow tints which *L. xanthina* usually transmits to its progeny. The broad, flat sepals are light canary-yellow, and the effectively displayed petals slightly lighter in tint. The base of the lip is bright yellow, the front light mauve changing to cream-white at the undulated margin. A series of branched yellow lines extend from the base of the lip to the centre. The

pollen masses are like those of *Cattleya*, and in the form of the flower and its good substance, the *Cattleya* parent dominates.

## SAVING GARDEN SURPLUS

An example of the success brought about by co-operation is shown in a report received by the United States Department of Agriculture from Gila County, Ariz., where the local home-demonstration agent and county agricultural agent united their efforts in developing methods for conserving \$81,200 worth of surplus products grown on more than 100 acres of irrigated land divided into one-eighth acre gardens. A co-operative marketing store was established near the gardens on the edge of town on the main-

traveled road. A community canning kitchen was also operated under the supervision of the home-demonstration agent, no charge being made to the co-operating gardeners who wished to make use of it. This plan also presented an opportunity for teaching the most approved and economical methods of canning and drying.

Buffalo, N. Y.—The War Savings Stamps committee of which P. W. Miller is chairman, has raised a fund to provide flowers for the tablet in Lafayette Square in honor of the soldiers who have died in the service. The committee raised \$90 and a contract has been let to place flowers and other decorations at the tablet until January 1st.



## THE FLORIST BUSINESS AFTER THE WAR

An Address by J. Otto Thilow, of Henry A. Dreer, Before the Florists' Club of Philadelphia, Dec. 3rd, 1918.

The Florist business in war times, whether active or dull, would be no guide for future planning or preparation of what to do in times of peace, unless the strain is felt through loss, or buoyancy enhanced through victory. Wars are not frequent, and are not always under same commercial relationship.

During the period of the Civil War of '61 to '65, I was through circumstances located in the most strained quarters of the Southern States, viz: Richmond, Va. During that period, (of which I have only a very faint recollection), the florist of those days knew a very little of forcing houses, or the production of flowers in any quantity, save the once famous *Camellia japonica* and *Stevia serrata*, all grown in pots.

As the years of conflict continued for four years, and under extreme strained conditions, perhaps somewhat known to some of my hearers, the florist was very much in obscurity. Decorations were confined to the social events among the then wealthy, and funeral work a necessity, although limited. As the years went on to the ending of the conflict and a vanquished South, thoughts were not directed to a speedy return to prosperity. But in the course of a half decade, reconstruction and rebuilding awakened the people from their despondent lethargy, partly forced by markets opening for the southern products, cotton and tobacco. During this period, in the city mentioned, then perhaps 50,000 inhabitants (now about 150,000), there was one florist of any consequence, John Morton, closely related to our well-known veteran, Peter Henderson.

This establishment comprised perhaps 12,000 feet of glass, under which was raised the usual pot plants for bedding and for spring sales only, and a very little for winter decoration, except a limited stock of pot specimens. The florist business was very inactive, but with the trend of commercial growth and the remaking of the whole South, the boom was as much delegated to the florist as in other commercial lines. The steady growth with new methods, modern houses and equipment, placed this city in the forefront of the business in the South. In 1910 the records give us, among twelve establishments, 700,000 feet of

glass area, and a corresponding high grade of trade, which to-day demands more material than they can produce.

Thus we see the influence during the war among a people to whom the outcome was not hopeful, and among whom the depression lasted a long time.

I must say, however, that as soon as the florist found that his business was a factor, he began to advertise. Even to-day it is a common sight, when riding through the adjacent surroundings, to find large bill boards advertising some live florist. This was before the advent of the slogan ("Say it with Flowers.").



J. OTTO THILOW

We cannot compare localities without seeing a great difference. During the Spanish-American War, the business within the borders of the United States remained as active as at other times. The scene of action was in Cuba and the Philippines, and other remote islands. The only pressure brought upon us was a light form of taxation, and not enough of our man power exacted from our population to make a perceptible difference; being also of short duration, the effect was not marked. Therefore, we cannot draw any comparison, as the business, unhampered as it was, made its usual strides in both construction and expansion.

We have had a number of problems confront us during the war just closed, we hope, and the effects of which are still seriously under pressure, as we

have been told that our vocation was not at all in the line of importance. Imagine an industry which has assumed the proportion of our florist business in this land of ours. The area covered with glass, that of growing in open ground, the constant need of glass, heating appliances, fuel, etc. The approximate estimate in 1910, when the greatest increase of importance was compiled, then the acreage had increased from 9,307 to 18,248 in ten years; the total valuation being \$35,000,000 an increase of 86 per cent.

The bulk of this increase centered around the large cities of the East, and in the states of New York, New Jersey, and Pennsylvania, and they alone made up 12,000,000 of the aggregate. The most rapid increase has been in the Pacific section, which in latter years has shown marvellous activity in Floriculture. We see from these figures that the florist business assumes great responsibility in the financial world, and in property ownership. All of this means the development of an industry, because the people demand it, essential or non-essential; and not because it has been developed by the florist himself and his advertising skill; he is very poor at that, and not until the facilities have warranted our production, have we resorted to "Say it with Flowers".

It is also apparent that the largest florist industries and their location, indicate thickest population. It is a business which must be near its consuming centres, although shipping facilities have altered conditions in favor against high priced properties for location.

But what have these statements to do with florist business in war times? A large enterprise needs constant care and attention of the closest surveillance this also applies to those of limited proportions.

Preparation for future season as in no other line of commerce, as the whole operation is under one's own personal supervision.

But when this is all interrupted by government restriction, such as we have experienced in the past eighteen months; viz., the working force withdrawn for military, the limited coal supply, almost prohibitive prices of glass, iron, lumber, and even flower pots. Then a pallor of fear spread over the country to an almost straining point, even to a proposed closing



down of many who feared the worst. With this menace prevalent throughout the country, there was an unprecedented demand for flowers, almost altogether on account of the prevailing epidemic which came upon us with appalling results. For such needs, flowers will and must be used. Many were glad even for this excuse, to go into the flower shop uncriticised, otherwise it would be considered luxury as against the needs of the Red Cross and other benevolence to alleviate the sufferings of war. The strain occasioned by the war has had an eighteen month's duration, but strenuous during that period.

While the labor is by no means settled, nor would any florist of good judgment insist on his full supply of fuel, as he has already prepared for the conditions, (and changes cannot be made instantly), while there is less than 50 per cent of efficient labor obtainable, the florist, like the householder, or other lines of business, has learned many points of efficiency in curtailing. Some of these were thought impossible until tried. Expansion unthought of, except repairs which are necessary. Economy at all points, in the household, and even to clothing for the person. What has he profited under these extreme conditions?

We venture a prophecy; economy will redound to great gain when the usual activity begins. He has learned to take into account many items and methods of operation never tried before, (one of the greatest assets.) Knowing the value of material he will construct only to the extent that high labor costs and his own working ability will permit, and will be better able to cope with the periods of business slumps which come without war. They are called financial crises; indeed dome wiseacres have already prophesied and they may be thoughtlessly correct, and in this, the whole community suffers; the florist feels it first.

Cost of production is seldom figured accurately. It would be difficult to estimate the cost of producing 1,000 or 10,000 roses for market at a temperature of 40, as against that of 20, over a period of one month. Experience during this strained period may lead one to be more accurate than ever, for such a problem. A large supply of first class stock with active market at good prices, is the zenith of profit; the same supply of same stock during a glut, cuts down the profit of the high priced market.

Has the strain and the requirements of curtailing voluntarily and by government demands taught us the lesson by which we can profit? I am of the

opinion that the majority of florists have noted many points in their operation, never resorted to before in their whole business career, which will ultimately be a source of saving and profit.

The awakening of a consuming public, after a period of depression when all energy and time has been directed to war needs, will demand greater intensity, as the florist business is fostered by the liberal patronage of the public, comprised of the leaders in benevolence and patriotism; this we have experienced. They have not thrown aside their interest in floriculture. They will again turn to their surroundings, and work among and talk to their garden pets, as well as adorn the home with the rose and what not. Even those who have suffered losses, will not harbor their sadness except with a sorrowing pride, but they will not forget nature's product; it is food for the soul. The liberal patronage upon the return of order out of chaos, will enhance to the florist as much and more than to many other lines.

The florist who depends on his glass and heat is not alone in this disturbance. The nurseryman alike feels the loss of trade severely, if he has been importing, whether outside stock or stock for under glass, he has been restricted likewise. Operations have been latent. But the same spirit that dominates the home interior and all social functions, is also a factor for the home environment. The grounds of the established estate, new operations for new homes, all will need the attention of the horticulturist, and so the awakening comes to all alike.

We count the past two years with losses and a great strain upon our vitality, not only the war and its circumstances, but we have gone through the sorrows of a plague which has reaped its victims, even greater than the war casualties, and even now the prospects are not altogether promising,

but we must look beyond the sea, reflect a moment upon the losses among our horticultural brethren, who have seen their establishments shattered by shot and shell, their all, even to their immediate families, torn and vanishing. What must be their hope and prospect? The interdependence of man so clearly manifests itself from this conflict, such as the world never saw or dreamed of.

But, my friends, remember we have given much in this struggle, and for a great sacrifice must come great good. In the war of the South, the reconstruction lasted many years, because their struggle failed, but in the recent war of the World, and now hopefully finished, our land is yielding in greater abundance every muscle of those who labor, and with added thousands who knew not what labor meant, are now enjoying the bit they can do to encourage mother earth to double her yield, and many also taking the places among machinery and industrial lines, to produce what man power did before entering into service, is going to awaken the prosperity of this land, not menaced by the encroachment of the enemy. With new vigor and determined spirit to meet the new era and dawn of prosperity, do not forget that PEACE has come to all, and VICTORY to us.

## CARNATION CUTTINGS FOR EARLY DELIVERY

	100	1000		100	1000
<b>PINK</b>					
Laddie	\$7.00	\$60.00	Belle Washburn	\$5.00	\$40.00
Cottage Maid	4.00	35.00	Aviator	4.00	35.00
Miss Theo, true rose pink	4.00	35.00	Nebraska	4.00	35.00
Mrs. C. W. Ward, true rose pink	4.00	35.00	Beacon	4.00	35.00
Enchantress Supreme	4.50	37.50	<b>WHITE</b>		
Pink Delight	5.00	45.00	Crystal White	6.00	50.00
Alice	4.00	35.00	Matchless	4.00	32.50
Enchantress	4.00	35.00	White Wonder	4.00	35.00
Rose Pink Enchantress	4.00	35.00	White Perfection	4.00	35.00
<b>RED</b>			White Enchantress	4.50	37.50
Merry Christmas	5.00	40.00	<b>VARIEGATED</b>		
Doris	6.00	50.00	Benara	5.00	40.00
Rosalia	5.00	40.00	<b>YELLOW</b>		
			Yellow Prince	5.00	40.00
			Old Gold	5.00	40.00

PACKING AND BOXES WILL BE CHARGED FOR AT COST

### C. U. LIGGIT,

Office: 325 BULLETIN BUILDING  
PHILADELPHIA, PENNA.

### COLD STORAGE

## Lily of the Valley

Cases of 500—1500—1750—\$26.00 per 1000  
F. O. B. New York by Express

Write for prices on Gladiolus, Canna  
and Peony roots

All of the good sorts.

## L. J. REUTER CO.

Plant Brokers

329 Waverly Oaks Road, Waltham, Mass.

When writing to advertisers kindly  
mention HORTICULTURE



## Obituary

John Henry Small.

The florist trade of the United States will read with regret of the passing of one of its most famous members, John Henry Small, whose death followed an illness of several months. Despite the fact that he was in extremely poor health, Mr. Small continued active in his business, and he made his final appearance at the store last Friday, passing away on Monday, December 2.

The fame of the deceased has traveled through many lands. He has supplied dignitaries from probably every foreign country while visiting America. He has held the friendship of Presidents, and it was he who furnished the decorations for the Inaugural Balls and other White House events. Many historical social events have owed the beauty of their surroundings to his art. For more than forty years he was connected in an intimate way with the business and social life of the Capital.

Mr. Small was sixty-three years of age and is survived by his widow, Mrs. Miriam Ruff Small, and three children, one of whom, Lieutenant John Henry Small, Jr., has been on duty at an army camp in the south, from which he was called by the sudden death of his father. The other children are Mrs. Paul Sleman and Mrs. H. B. Leary.

He was a director in the Union Trust Company and Farmers' and Mechanics' Bank; a former president and member of the board of directors of the Washington Board of Trade; he was a Mason of note and in 1891-2 was master of Washington Centennial Lodge, No. 14, becoming grand master of all the Masons in the District of Columbia in 1899.

He held membership also in the Commercial Club, of this city; the Blue Ridge Rod and Gun Club, the Association of Oldest Inhabitants, and the Gridiron Club. As a member of the latter he had charge of the decorations which have always been a prominent feature of the dinners held at the Hotel Willard and attended by the President of the United States and his Cabinet, the Diplomatic Corps and others who are fortunate enough to have their names listed in "Who's Who."

A. Hans.

Amadee Hans, widely known in the landscape and gardening fraternity, passed away at his home in Locust Valley, L. I., N. Y., on Saturday, No-

vember 30. He was a native of Switzerland. Mr. Hans was one of the best informed men in this country on conifers and on ferns. His valuable contributions in the early years of HORTICULTURE's career on "Ferns for Everyday Use" will be remembered by the readers of HORTICULTURE at that time. He was a very quiet and somewhat reserved man, with a sunny good nature and open-handed hospitality—traits which endeared him to a large circle of friends.

Some expected notes in detail of his professional career failed to reach us in time for this issue.

Gardner L. Simpson.

Gardner L. Simpson, for many years a florist, died November 25, in Portland, Me., at his home aged 67 years. He came to Portland from Rockland in early life and entered the employ of Albert Dirwanger, the florist, when but 10 years of age, serving for 48 years. He was also for several years with Joseph A. Dirwanger. The direct cause of his death was heart trouble, from which he had suffered for many years. His final illness, however, did not begin until two months ago. His wife died 12 years ago. Mr. Simpson is survived by one son, and one brother.

J. C. Peterson.

Jens C. Peterson, son of Mr. and Mrs. J. A. Peterson of Cincinnati, Ohio, died of pneumonia at Camp McArthur, Waco, Texas, last week and was buried from his home in Cincinnati on Saturday, November 30. Mr. Peterson was a promising young man, worthily popular, and his parents, who are well known in the trade all over the country, have our sincere sympathy.

Roger W. Whittley.

Roger W. Whittley, for ten years a faithful employe of Malandre Bros., retail florists of New York city, died at the home of his father, J. P. Whittley, in Highland, N. Y., on November 20, of pneumonia following an attack of influenza. Mr. Whittley had been in poor health all summer. He was 31 years of age and leaves a widow and two sisters and a brother.

George C. Harbison, manager for Wm. H. Elliott, rose grower, Brighton, Mass., has resigned, and is succeeded by Michael Costello, an old employee at that place. Eber Holmes, manager of Mr. Elliott's Madbury (N. H.) greenhouses, has resigned and accepted the management of the greenhouses of Mark Aitken, Springfield, Mass.

## ILLINOIS APPLE SHOW.

For 63 years the Illinois State Horticultural Society has stood in the front rank of horticultural organizations in the United States. Five conventions are held annually, one in the northern district by the Northern Illinois Horticultural Society, one in the central district by the Central Illinois Horticultural Society, one in the southern district by the Southern Illinois Horticultural Society, a summer meeting by the State Society and the annual winter convention just taken place at the Morrison Hotel in Chicago, Nov. 19-22. This convention made a direct departure from its usual course by giving an apple show to educate the public in the apple industry of Illinois which many learned with surprise was the third only in the United States, averaging over a million barrels annually, the quality being equal to the best in this country. Southern and southwestern Illinois are the great producing sections. It was brought out at the convention that St. Louis is the real distributing point and that Chicago with the wealth of apples produced in its own state, has to depend upon the state of Washington for its supply. The regulation of such an injustice as this might well be a part of this organization's work.

There was an exhibit of orchard machinery, spraying and accessories, and with the large display of apples in barrels, boxes and on plates, made a very imposing array.

The first meeting was opened in Convention hall at 10 a. m. on Tuesday, a large proportion of the 500 members being in attendance, and the interest shown continued throughout the four days. A banquet was held in the Terrace Gardens of the hotel on Thursday evening, with addresses and moving pictures showing many interesting features of the apple growing industry. A valuable souvenir book of Chicago Past and Present, was given to each member in attendance.

Washington, D. C.—Under an order issued by Dr. Garfield on December 2, florists and manufacturers of window glass, clay products and cement were relieved of the fuel curtailment orders previously issued against their industries. Recently the War Industries Board's prohibition upon building was lifted and now the florists can take advantage of the opportunity to erect additional greenhouses, as well as being able to secure materials to repair existing houses without difficulty. Under Dr. Garfield's order, the foregoing industries return to their pre-war coal-burning status.

# Many of the Boys are to be Home For CHRISTMAS

There will be great rejoicing and if the S. A. F. Publicity Bureau, Horticulture, and other active agencies make the impression they should, the coming Christmas will be the greatest this country has ever seen, florally and otherwise.

## GET READY

and hasten this great trade revival with confidence and courage.

## Advertise! Advertise!! Advertise!!!

Tell the trade readers of Horticulture what you have to sell to them. Let them know you are ready to meet them on the common ground of

## BETTER BUSINESS FOR ALL

Every issue of Horticulture from now until the Holidays will be at your service to co-operate in every possible way. We await your copy and instructions.

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### Horticulture Publishing Co.

147 Summer Street, BOSTON, MASS.





## DREER'S CROTONS for CHRISTMAS

An excellent stock of the best varieties,  
well colored and in good assortment.

4 inch pots, per dozen . . . . . \$6.00

5 inch pots, per dozen . . . . . 9.00

6 inch pots, each . . . . . \$1.00 to 2.50

Specimen plants from \$5.00 to \$10.00 each

## HENRY A. DREER

714-716 Chestnut St., PHILADELPHIA, PA.

The above prices are intended for the trade only.

### NEWS FROM ONE OF OUR BOYS

An interesting letter from Douglas Laird to his friend Dick Johnson, of Dreer's. This shows graphically what our boys have been going through. The seed trade has contributed its full share to our Thanksgiving of Peace with Victory:

Mayfield Hospital, Birmingham,  
Oct. 28, 1918.

Dear old Dick:

It was good to get your letter the other day. I had really "lang syne" given up hope of squeezing a letter from you. Not that I really deserved one, 'cos I think I've confined myself heretofore to P. P. C., but I always hoped that some day you would be sitting in your palatial office in the warehouse looking out on that Philadelphia "Princess Street" (I don't think!), and having nothing to do, would take it into your head to write me a line. But as I have said, hope was gone, so your letter was a pleasant surprise.

I was very sorry to hear about Mr. Dreer's death. However, he was a comparatively old man and had had his share in this world's offerings, and after all we've all got to peter out sooner or later. Over in France young kids are "going west" every minute. Many—too many of them—have seen nothing of life; gone from school to army, and then to death. You and I have seen quite a little of what is known as life, and personally if death comes quick I've no kick coming. I've been at the doors of the "Beyond" many, many times since I took up flying, and in France have flirted with his Satanic Majesty daily, so death itself would not come as a stranger to me. This very time I was wounded; by all the laws of air, petrol and bullets should have been killed, burned to a cinder at that, for my petrol tank was riddled with bullets from the Hun machine or machines which

peppered me, but some kindly star was shining on me, so all I got was the bullet that actually went through me and pieces of throttle messed about my hand and arm by another bullet. However, my hand and arm are healed up now, and for the first time I am sitting up in a chair for a while, altho' I still have a nice big hole in my leg.

It's nearly 7 months since I was shot down, but as yet I'm in no way fed up with hospital life. Good food, good attention and plenty, glorious bed—is just my strength.

We have a gramophone in the ward, so have music, and as there are but six of us we are a comfy lot. The nurses are V. A. Ds. and peaches—do anything for us.

Thanks for the address of your brother, and if I get half a chance I'll look him up the next time I'm home on leave. I hope to be home for Christmas, but that may take some doing; I'll have to heal up quicker if I want to do that.

Well, mon cher ami, I'll close now, hoping the war will be "finis" before you are called up.

Regards to all at Dreers.

Yours,

DOUGLAS.

### CHRYSANTHEMUM SOCIETY OF AMERICA.

#### Report of Committees.

The following reports of new chrysanthemums exhibited have been submitted by the committee appointed by the society:

At Cincinnati, Nov. 16, by Elmer D. Smith & Co., Adrian, Mich., Titanic, white, Jap. inc., points com. 90; Silver Ball, white, Jap., inc., points com. 90.

At Chicago and Boston, Nov. 16, by Robt. L. Dunn, St. Catharines, Ont., Robt. E. Mills, yellow, sport of Wm.

Turner, Jap. inc., points com., Chicago 87, Boston 89; points Ex., Boston 89.

At Chicago, Nov. 23., by Elmer D. Smith & Co., Adrian, Mich., Victory, white, inc., points com. 87; Loyalty, yellow, inc., points com., 88, Nov. 27, by Davis Floral Co., Davenport, Iowa, Mary Louise, bronze sport of variety Patty, inc., registration.

## HYDRANGEAS

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## SEED TRADE

J. Bolgiano & Son advise us that they have now associated on their staff Thorburn A. Bixler in the field seed department. Mr. Bixler comes from an old line of seedsmen, being named after his great-great-grandfather, Grant Thorburn, who founded the house of J. M. Thorburn & Co. Mr. Bixler has, for a number of years been connected with the wholesale field seed trade.

### PUBLICATIONS RECEIVED

Farmers' Bulletin 959 issued by the U. S. Dept. of Agriculture is a contribution from the Bureau of Entomology on the Spotted Garden Slug, detailing the habits, nature and extent of injury and methods of abatement of this troublesome pest of gardeners, mushroom growers and truckers. Worth sending for.

Bulletin No. 445 of the New York Agricultural Experiment Station at Geneva, comprising the Director's Report for 1917, by W. H. Jordan, has just been received. It shows an appropriation of \$138,495 for maintenance fund. The budget for the fiscal year beginning July 1, 1918, asks for \$178,335 in addition to \$73,150 for repairs and new construction. The bulletin deals mainly with fruit problems.

We have received from "overseas", by courtesy of J. J. Lane formerly with the Garden Magazine but now in service with the colors, a copy of "The Rammerstaff," a camp publication, for October, 1918, the initial copy. It is inscribed as published "Somewhere in France" price 1 Franc. The contents of the 16 pages are very clever, interesting and largely humorous and there are some very suggestive line drawings.

Farmers' Bulletin 983 of the United States Department of Agriculture is a valuable contribution from the Bureau of Entomology on "Bean and Pea Weevils," by E. A. Back, entomologist in charge, and A. B. Duckett, assistant entomologist, stored product insect investigations. There are no satisfactory artificial remedies that can be applied to kill weevil grubs in beans, peas, or cowpeas growing in the field, therefore, the crop should be harvested as soon as possible after maturity and the seeds thrashed or shelled and treated by fumigation, heat, or cold storage, in order to kill the weevils in them before they can continue their destructive work and

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mature. The bean and cowpea weevils breed generation after generation in stored seeds. Hence seeds should be watched after treatment to make certain that they do not become reinfested.

The Bulletin contains 24 pages, illustrated with many plates and contains full directions for the use of various fumigants and other remedial measures.

### CATALOGUES RECEIVED

D. Hill Nursery Co., Inc.—Wholesale Price List of Choice Stock for Florists.

Henry F. Michell Co., Philadelphia, Pa.—Trade Price List of New Crop Flower Seeds for Florists. Illustrates new scarlet salvia America or Globe of Fire.

A. E. Kunderd, Goshen, Ind.—Catalogue and Price List of Gladioli. An elegant and interesting publication, handsomely illustrated with portraits of Mr. Kunderd's new types of his favorite flower.

Brooklyn, N. Y.—The Botanic Garden has furnished to the Brooklyn Branch of the Department of Health mounted specimens of poison ivy, and also of the Virginia creeper for comparison, to be used in the district offices of the department for purpose of identification. It is proposed by the Department to take measures to eliminate, as far as practicable not only poison ivy, but also the Great Ragweed, the pollen of which is regarded as an important contributing factor in causing hay-fever. In connection with the latter the Garden has also supplied the Borough offices of the Health Department with herbarium specimens of the ragweed, both the form with incised leaves (*Ambrosia trifida*), and the entire-leaved form (*Ambrosia trifida* var. *integrifolia*). The Department was also supplied, for distribution, with a quantity of the Botanic Garden Leaflets of May 17, 1916, on treatment of poison ivy poisoning. In October mounted herbarium specimens of the Jimson Weed (*Datura Stramonium*) will be furnished for similar use. Cases of serious poisoning, especially of children, by eating portions of the Jimson Weed are not uncommon.

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bury St.

Boston—Thos. F. Galvin, 1 Park St.

Boston—Penn the Florist, 124 Tremont St.

Buffalo, N. Y.—S. A. Anderson, 440 Main  
St.

Buffalo, N. Y.—Palmer's, 304 Main St.

Cambridge, Mass.—John McKenzie.

Chicago—William J. Smyth, Michigan  
Ave. and 31st St.

Cleveland, O.—J. M. Gasser Co., Euclid  
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Cleveland, O.—The Smith & Feters Co.,  
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Rochester, N. Y.—Word has been  
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that he has been gassed and wounded.  
His gas mask was punctured in five  
places and he was wounded in the arm  
and heel with a piece of shrapnel. He  
is recovering nicely.

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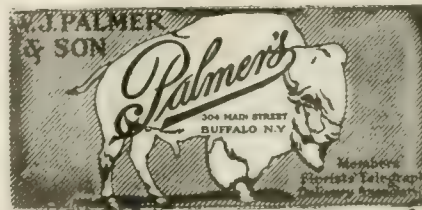
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				BOSTON		ST. LOUIS		PHILA.			
				Dec. 5		Dec. 2		Dec. 2			
Roses											
Am Beauty, Special	60.00	to	75.00	30.00	to	40.00	60.00	to	75.00		
" " Fancy and Extra	35.00	to	50.00	20.00	to	30.00	40.00	to	50.00		
" " No. 1 and culls	8.00	to	25.00	10.00	to	20.00	25.00	to	30.00		
Russell	10.00	to	25.00	15.00	to	35.00	10.00	to	30.00		
Hadley	10.00	to	25.00	5.00	to	25.00	6.00	to	20.00		
Mock Key	8.00	to	20.00	5.00	to	25.00	10.00	to	15.00		
Arenberg, Hoosier Beauty	8.00	to	18.00	5.00	to	10.00	6.00	to	20.00		
Ward, Hillingdon	8.00	to	18.00	6.00	to	15.00	6.00	to	8.00		
Killarney, Key, Taft	8.00	to	18.00	8.00	to	20.00	5.00	to	10.00		
Ophelia, Sunburst	8.00	to	10.00	8.00	to	2.00	6.00	to	15.00		
Carnations											
	4.50	to	10.00	6.00	to	12.00	4.00	to	5.00		
Cattleyas											
	50.00	to	75.00		to	160.00	40.00	to	50.00		
Lilies, Longiflorum	16.00	to	20.00		to	20.00		to	15.00		
Lilies, Speciosum	8.00	to	15.00		to			to			
Lily of the Valley	6.00	to	8.00		to	8.00		to			
Snapdragon		to		4.00	to	6.00	4.00	to	8.00		
Violets	1.50	to	2.00	1.00	to	1.50	.50	to	1.00		
Dahlias		to			to			to			
Calendula	1.00	to	2.00	4.00	to	6.00		to	4.00		
Chrysanthemums	23.00	to	35.00	15.00	to	50.00	10.00	to	4.00		
Gardenias		to			to			to			
Adiantum	1.00	to	1.25		to	1.50		to	1.00		
Smilax		to	25.00		to	25.00		to	25.00		
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to	50.00	35.00	to	75.00	50.00	to	60.00		

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Flower Market Reports

Flowers of all kinds without exception are decidedly scarce and prices are gradually soaring to sky-high limits. It cannot be said that the demand is very heavy or insistent, funeral work still being responsible for the greater part of the call, both local and out of town. The short supply seems to be a reality and not due to any hoarding, although there may be more or less of the latter going on. But the causes leading up to the present famine condition are well known to the trade and the situation is about as predicted by the wise ones to prevail as soon as the chrysanthemum crop should be finished. Nobody, however, could have foreseen the peculiar turn in the matter of violets. The unseasonably "muggy" weather of November set the plants to growing again and the result is a crop of soft foliage and very few flowers for some time to come. The crop for the Holidays is estimated as not more than one-fifth of what it would have been under normal conditions. No doubt the same causes are in some degree to blame for the dislocation of crop plans in other flowers besides violets. We may misjudge the situation and immediate outlook, but it looks as though the present level of prices will be a minimum for some time to come.

Thanksgiving cleaned the wholesale market of flowers. Nothing was left over and quoted prices were maintained generally. The day practically finished the chrysanthemum season. They will be sorely missed, especially the pompons, for carnations are scarce. The supply of roses is scarcely equal to the demand, the day's sales clearing the market. Carnations are not likely to be in heavy supply at any time this season, as the number of plants grown is less than in former years.

Thanksgiving Day business proved a record breaker, the heavy demand completely exhausting a large supply of chrysanthemums and all other available stock, including plants. Retailers bought heavily and despite the unfavorable weather of November 28, succeeded in moving practically everything at materially advanced prices. A marked shortage

WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI		CHICAGO		BUFFALO		PITTSBURG	
	Nov. 21		Dec. 2		Dec. 2		Dec. 2	
Roses								
Am. Beauty, Special	25.00	to 35.00	60.00	to 75.00	60.00	to 75.00	40.00	to 50.00
" " Fancy and Extra	15.00	to 20.00	40.00	to 60.00	40.00	to 50.00	20.00	to 30.00
" " No. 1 and culls	6.00	to 10.00	15.00	to 25.00	5.00	to 8.00	8.00	to 15.00
Russell	6.00	to 15.00	6.00	to 25.00	6.00	to 15.00	10.00	to 20.00
Hadley	6.00	to 12.00	15.00	to 20.00	6.00	to 15.00	10.00	to 20.00
Euler, Mock	6.00	to 12.00	15.00	to 20.00	6.00	to 15.00	10.00	to 20.00
Arenberg, Hoosier Beauty	5.00	to 8.00	6.00	to 25.00	6.00	to 15.00	10.00	to 20.00
Ward, Hillingdon	4.00	to 6.00	4.00	to 1.00	5.00	to 8.00	6.00	to 10.00
Killarney, Key, Taft	3.00	to 6.00	4.00	to 10.00	6.00	to 12.00	6.00	to 10.00
Ophelia, Sunburst	3.00	to 4.00	5.00	to 12.00	6.00	to 12.00	6.00	to 15.00
Carnations								
Cattleyas	60.00	to 75.00	60.00	to 75.00	60.00	to 75.00	60.00	to 75.00
Lilies, Longiflorum	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Lilies, Speciosum	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Lily of the Valley	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Snapdragon	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Violets	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Dahlias	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Calendula	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Chrysanthemums	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Gardenias	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Adiantum	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Smilax	15.00	to 20.00	12.00	to 15.00	15.00	to 20.00	15.00	to 20.00
Asparagus Plu. & Spreng.	25.00	to 35.00	25.00	to 35.00	25.00	to 35.00	25.00	to 35.00

prevailed upon the wholesale market November 29 and 30, which condition was seriously aggravated by the persistent call from all sources for flowers for funeral orders. A somewhat reduced supply of roses and carnations, assisted by stevia and violets, must take care of business for the next couple of weeks, by which time lilies and callas will be more abundant and bulbous stock coming in. Favorable growing conditions however, will soon permit the cutting of liberal quantities of carnations. There is much activity in supplies and accessories. Indications point to a much heavier use of prepared goods, such as cycas, magnolias, oak, etc., than formerly, a necessity made imperative by the reduced supply of perishable stock. Reports from all sources firmly establish November business as substantially in advance of that of previous years and the remarkable vitality evidenced in the Thanksgiving purchasing is properly interpreted as a token of an overwhelming Christmas business, for which it is none too early to make judicious preparation.

Receipts of all stock NEW YORK is on the light side but the demand is not such as to make a shortage. There are more long-stemmed roses than of the short grades, and quality generally is good. Beauties are in lighter supply proportionately than the Teas and are firmly held in price. In carnations, whites do not average up with colors. Violets and cattleyas are going well and lilies are also in better demand with a somewhat lessened supply. Calendulas are looking up some as the flowers and stem improve. Stevia has been quite plentiful but good stock finds buyers. Chrysanthemums are on the wane in quantity but not in price.

The Thanksgiving PHILADELPHIA market was rather bare of stock and prices as a rule were high. Chrysanthemums were not up to their usual standard of years gone by, either in quantity or quality, but they brought pretty good money notwithstanding. Chadwicks, Bonaffons and Nonins were the most conspicuous. While the chrysanthemums flowered earlier than usual there has been no glut at any time and growers have reason to feel satisfied with returns, taking crops from start to finish. The carnation market was also in good healthy condition and shared in the general prosperity. Orchids were quite a feature and were in good supply. Cattleya Trianae and Percivaliana were especially fine and dendrobiums and cypripediums made an excellent showing. Oncidiums are about over. Mignonette and snapdragon are coming in stronger—good long stems and excellent flowers. Christmas bookings, both in flowers and greens, have already commenced. It seems wise to be forehanded this year as the supplies look as if they would be under the average.

Excellent ROCHESTER, N. Y. chrysanthemums were the order of the day for Thanksgiving. These included especially fine blooms of the large flowering kinds. Pompon and spray varieties were in great variety and the demand for light yellow and bronze shades was especially large and sold at good prices. Roses have been in good demand. Quality seems better this season especially in Russell, Columbia, Ophelia and Key. Carnations are good but supply limited. Violets are plentiful and very fine. Lilies are scarce.

(Continued on page 567)



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Wholesale Florist

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Telephone 5335, Farragut.

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**FINE ROSES, FANCY CARNATIONS**

A Full Line of ALL CUT FLOWERS.  
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A full line of Choice Cut Flower Stock for all purposes.

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AGENT FOR CARILLO'S CATTLEYAS

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MAURICE L. GLASS, Treasurer

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Nov. 30 1918		First Part of Week beginning Dec. 2 1918	
American Beauty, Special .....	30.00	to 60.00	30.00	to 60.00
" " Fancy and Extra .....	20.00	to 30.00	20.00	to 30.00
" " No. 1 and culls .....	3.00	to 15.00	3.00	to 15.00
Russell .....	4.00	to 25.00	4.00	to 25.00
Hadley .....	4.00	to 40.00	4.00	to 40.00
Euler, Mock, Key .....	3.00	to 20.00	3.00	to 20.00
Arenberg, Hoosier Beauty .....	3.00	to 10.00	3.00	to 10.00
Ward, Hillingdon .....	3.00	to 10.00	3.00	to 10.00
Killarney, Taft .....	3.00	to 10.00	3.00	to 8.00
Ophelia, Sunburst .....	3.00	to 15.00	3.00	to 15.00
Carnations .....	4.00	to 8.00	4.00	to 8.00

**WE WANT MORE SHIPPERS**

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

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**REED & KELLER**

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**Florists' Supplies**

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**Boston Floral Supply Co.**

347-357 Cambridge St., Boston

Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not received one.

**WILLIAM MACKIE**

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**CERTIFIED PUBLIC ACCOUNTANT**

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especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . BOSTON  
Telephone Main 58

When writing Advertisers kindly mention Horticulture

## Flower Market Reports

(Continued from page 565)

The market story this **ST. LOUIS** week is simply a question of supply. Price is but a secondary matter. Flowers are very scarce and demand is greatly increased by the increase of influenza and death rate. With the diminishing supply of chrysanthemums, roses and carnations are again at their stations, with very stiff prices. Many of the retailers are substituting artificial flowers. Fancy ferns are now quoted at \$4.00 per 1000. Good demand prevails for all kinds of greens. Smilax very scarce.

### Thanksgiving Day

**WASHINGTON** business was better than expected. Demand was heavy and growers who had desirable stocks coming in just in time found no difficulty making sales at good prices. This was particularly true of Aaron Ward and Hadley roses. Carnations are very scarce. Sweet peas look pinched and show the effects of being grown in cold houses. Double violets are not shipping well and the complaint is that they shatter on arrival from Hudson River points. Single violets are good and sell well.

### VISITORS' REGISTER.

New York—Robert Craig, Jr., Philadelphia.

Boston—C. V. Kimball, Concord, N. H.; Dr. B. T. Galloway, Washington, D. C.

Philadelphia—Messrs. Marvin and Wilson of R. G. Marvin Co., Wilkes-Barre, Pa.; William F. and Adolphus Gude, Washington, D. C.; J. J. Fallon, Lynchburg, Virginia.

Chicago—Mr. and Mrs. Leo Bather, Clinton, Ia.; Geo. A. Kuhl, Pekin, Ill.; A. T. Eichen, Duluth, Minn.; F. C. W. Brown of J. M. Gasser Co., Cleveland, O.; Geo. H. Bancroft, Cedar Falls, Ia.; J. S. Wilson, Jr., Des Moines, Ia.; W. C. Johnson, Memphis, Tenn.; Wm. Feniger, Toledo, O.; Ove Gnat, La Porte, Ind.; Violet Gibson, Danville, Ill.; Agnes Britz, Danville, Ill.; David Geddes, St. Louis, Mo.

### BUSINESS TROUBLES.

Milwaukee, Wis.—Kummer Floral Co., voluntary petition; assets, \$11,132; liabilities, \$12,426.

Rochester, N. Y.—John Burchill, nurseryman; voluntary petition; assets, \$225; liabilities, \$343.78.

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

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Farragut 167 and 3046

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Nov. 30 1918		First Part of Week beginning Dec. 2 1918	
Cattleyas.....	30.00	to 75.00	30.00	to 75.00
Lilies, Longiflorum.....	10.00	to 12.00	10.00	to 15.00
Lilies, Speciosum.....	5.00	to 10.00	5.00	to 10.00
Lily of the Valley.....	4.00	to 8.00	4.00	to 8.00
Snappedragon.....	3.00	to 6.00	2.50	to 6.00
Violets.....	.50	to 1.50	.75	to 1.50
Dahlias.....	.....	.....	.....	.....
Calendula.....	1.00	to 2.00	1.50	to 3.00
Chrysanthemums.....	10.00	to 35.00	10.00	to 35.00
Gardenias.....	20.00	to 35.00	20.00	to 40.00
Adiantum.....	.75	to 1.00	.75	to 1.00
Smilax.....	10.00	to 16.00	10.00	to 16.00
Asparagus Plumosus, & Spreng (100 bunches).....	15.00	to 20.00	15.00	to 20.00

### S. A. ANDERSON.

S. A. Anderson, whose portrait appears herewith, made a phenomenal run at the recent election, winning out



S. A. ANDERSON

as treasurer of Erie County by a majority of over 8000 votes. Mr. Anderson is one of Buffalo's most prominent and successful retail florists.

### AN AGED FLORIST

George Main, who conducted a florist business at Concord from 1861 to 1901, and one of Manchester's oldest men, has lived to witness the celebration of victory and peace by America at the close of four great wars. He actively participated in those after the Mexican, Civil and Spanish wars, but was unable to parade the streets with the joyous populace last week

on account of his advanced age. He celebrated in a quiet and unassuming manner the 99th anniversary of his birth on Nov. 24. The aged man has voted at 19 presidential elections and still regrets that he was unable to vote for President Harrison in 1840 by the action of the Democrats in discovering he was 15 days under the required 21 years.

For the last 17 years Mr. Main has made his home with his daughter. For four years he has been blind, although for many years before devoid of the sight of one eye by an accident at Concord. Twelve years after the unfortunate affair he suffered a shock which cost him nearly the loss of the sight of his remaining eye. His side was paralyzed but he recovered eventually.

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## Wired Toothpicks

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10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.



## LOCAL AND GENERAL NEWS

### CHICAGO.

Miss Paradise at A. L. Vaughan's recently had word from her brother, Eugene. He has been in most of the big battles, in the ambulance service of the 33rd division, and so far is safe and well.

Harry Blewitt of Desplaines received a letter from Jack Beyer last week. He was then in the big stone-walled dugouts of the retreating Germans. Jack's friends are glad to know that he is safe.

Mr. and Mrs. Wuhlbrant, of the Glove Greenhouses, have returned from the south where they have been harvesting their crop of pecans. They brought a quantity to Chicago where they are disposing of them.

The way of the public servant is frequently hard, and Peter Reinberg is experiencing difficulties which he meets in his usual straightforward way. He vetoed the raise in salaries of the members of the county board of which he is president, but the motion was carried over his veto.

Poinsettias in the retail flower stores give the signal that another Christmas time is near. The advance blooms are bright and if the bulk of the stock is as good, this general favorite will find its usual cordial reception and very likely be received with additional pleasure this year.

D. D. P. Roy is now connected with the American Bulb Co. in the capacity of traveling salesman and has started on his first trip booking orders for holiday goods. Mr. Roy reports that retrenchment has been the word at all the beautiful summer homes at Lake Forest, and most of the private conservatories are closed.

The Desplaines growers who have heretofore contributed largely to the supply of cut flowers sold in this market, say they will not have the carnations in quantity this year. Fearing another shortage of coal, they planted more chrysanthemums, and some houses were used for vegetables that formerly were in carnations.

Phil Schupp says the chrysanthemum season now about over was a good one. He ought to know, being the first to cut and one of the last to stop. Demand on account of influenza was unusually heavy and good care and favorable weather did the rest. He expresses grave doubts con-

cerning the Christmas supply of stock—in fact a shortage seems inevitable.

The difficulty of combining flowers and American flags successfully in store decorative schemes has tried the artistic skill of many a florist to the limit. A happy solution for the Christmas time is the large green wreath with a big bunch of holly on it, hung under but not touching two flags which may just touch each other or be crossed. Aisles and archways are particularly pleasing when treated in this way. While it does not advertise the use of flowers, it attracts by its appeal to patriotism and the Christmas spirit, and the order for the basket or box of cut flowers should logically follow.

### ST. LOUIS.

Oscar Ruf of Bergesterman Floral Co. is in the hospital with the influenza.

A. Jablonsky thinks well of the carnation Christmas Eve as a Holiday variety.

Influenza ban has put a stop to club meetings which were to have been held this week.

Charlie Young of C. Young & Sons was confined to his bed all last week. His brother Walter returned to Paris Island on a furlough to attend the funeral of his father, the late James Young.

Thanksgiving business as reported by the wholesalers was immense. The only flowers which were at all plentiful were yellow chrysanthemums. A few complaints were made by customers, as told by some retailers, as to the high prices. Many went away thinking they were being held up.

### NEW YORK.

A card received from J. Austin Shaw reports his arrival at Hollywood, California, after a leisurely trip across the continent, stopping at Toronto, Detroit and Chicago on the way.

The next meeting of the N. Y. Florists' Club will be held on Monday evening, December 9. Election of officers for the year 1919 will be in order and a heavy attendance of members is looked for.

Westboro, Mass.—Paul F. Brigham, florist, has moved from his former residence on East Main street to the Scott farm, on Belmont street.

### PHILADELPHIA.

James Heacock of the Joseph Heacock Co., is off on a gunning trip in the mountains of Pike County, Pennsylvania. Carl Cortis, the city manager of the company, on being asked when Mr. Heacock would return said "no telling, probably not until he gets a b'ar."

They are showing some well done Spirea Gladstone for the holidays. Nice plants are bringing \$1.50, retail. These are cold storage stock from last year which came in too late to be forced for Easter. Seems like a good wrinkle even for ordinary seasons if not overdone.

"The Belgian capital, putting forth its own colors again, wears a smile of spring.—News note. In other words. Brussels sprouts."—Phila. Record.

Yes, and one may now order a Hamburg steak, or a Hungarian goulash, or even a Limburger without danger of attracting the eagle eyes of the American Protective League. Everything is sprouting again after a long season of cold storage.

E. J. Fancourt of the S. S. Pennock Co. reports an unusually brisk season in the ribbon and supply department this year. They have been a little behind on their orders at times from help shortage but the new hands are now well broken in and things are going along smoothly. Prices are very firm and many items are hard to get at any price.

W. J. Baker, the oldest commission man in this city, is hale and hearty, and on duty every day. We called, recently and his right hand man, Miss Mary, introduced us to him. He paid no attention to our graceful bow and acknowledgments. And yet we have seen the day when he took notice. Say twenty-five years ago when we would be on the opposite side in a bowling match, and made a ten strike. "Here, you son of a gun, you were quarter inch over the line. Foul! Foul!"

The greenhouses of Mrs. Allburger, next door to the Westcott place on Ridge avenue, were invaded by a couple of deer last week. They broke a lot of glass and did considerable other damage. They are supposed to have wandered from the wilds of Fairmount Park which is nearby. This item is of interest to Bart Cartledge, Bill Smith, Jim Heacock, John Burton, and other ardent sportsmen. The mountain seems to be coming to Ma-



homet. Next thing somebody will be catching sea bass in the corn field.

Holly has suffered this year from the unusually warm season. While well berried to start with, a large percentage dried up and fell off, so that the usual perfect stock is not to be had. Buyers should keep this in mind and advise their customers accordingly. And of course they should also bear in their minds not to blame the shippers for "circumstances beyond their control." But let us remember in all our troubles that "not a Christmas of such promise has dawned on earth since the Star led the Shepherds to Bethlehem!" Christianity has had a rebirth and the world will be better from now on in our daily living, physically, morally and financially. The Great Day has dawned!

#### CINCINNATI.

Miss Laura Murphy, secretary and treasurer of the Christmas Fund committee has mailed postal money orders to all the florists boys from metropolitan Cincinnati, who are now overseas and will mail orders to those in this country, shortly before Christmas. The florist trade representatives from this city and vicinity who are in the military or naval service of this country are the following:

In this Country—First Lieutenants C. B. Jones, Ray H. Ruttle and Herbert Thaden and J. L. Baer, Geo. H. Kessen, Wm. J. Stein, Robert Ruttle, B. J. George, Sidney J. George, Frank Herb, U. C. Brunner, Charles Windram, Ed. Cavanaugh, Lawrence Schlomer, Roy Greensmith, Leo Kenninger, George H. Trautman, Harry Rutenschroer, Jos. Durban. Jos. D. Thomas, Charles Garvey, Bernard Decker, J. L. McDuff and Clarence Pfeiffer.

Overseas—Sergeant Clifford Merland, Corporals Arthur J. Gear, George F. Popp, Edward Foran, Otto H. Walke, Wesley Gear, Joseph Grimme, Fred Murphy, William H. Deller, Paul Naber, R. H. Schlomer, Arlington A. George, George Farrell, H. J. Kramer, H. A. Gray, Daniel G. Gray, John Mensch, Ernst Steelman, Edward Thomas, Sam Zellner, Edson P. Kittle, Elbert C. Kittle, Fred W. Wiegile, Henry Rutenschroer, Harry Neckstroth, George Epely, Willard E. Eiler, John Palmer and Edwin Geiser.

Each one is to get a money order for \$11 as a Christmas present and token of appreciation from the local florists.

Lafayette, Ind.—Wilbur Lahr has purchased the greenhouse range of W. H. Robinson, also the store at 206 N. 9th street.

## HOTEL CUMBERLAND



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Broadway cars from Grand Central Depot  
7th Avenue Cars from Pennsylvania Station

**MODERN AND FIREPROOF**

Strictly First-Class

Rates Reasonable

Rooms with Adjoining Bath, - \$2.00 up

Rooms with Private Bath, - \$2.50 up

Suites, - - - \$4.00 up

Ten minutes walk to 50 theatres

Send for Booklet

**HARRY P. STIMSON**

Only New York Hotel Window-Screened  
Throughout

#### BOSTON.

The Chrysanthemum Show at Garfield Park Conservatories, Chicago, was shown in local moving picture houses this week.

The promotion of Patrick J. Donoghue, from gardener at \$4 per day to foreman at \$1800 per year, is announced by the park and recreation department.

Joe Shuman, after a year's service in the Navy, has been released and is back on his job again at Henry M. Robinson & Co.'s, in good season to help out on the holiday rush.

John J. Cassidy, Beacon street florist, will be a candidate again for the city council, having had the necessary signatures to put him on the ballot certified by the election commissioners.

The Lynn park commission has recommended that a municipal tree and shrub nursery be established in a section of the Lynn Woods Reservation where the city may grow trees and shrubs that can be planted along the streets and in the parkways. The cost of establishing such a nursery would not exceed \$3,000, it is figured, and the maintenance would not be more than \$1,000 a year. Hundreds of trees have been removed from the streets, the commission points out, and no effort made to replace them. In some instances individuals have set out shade trees in front of their property, but the city has not assisted, and the consequence is that some streets are now bare of trees. If the city had the trees and the work were placed under the Park Commission excellent results would be obtained, it is claimed, and with proper care in a few years vigorous shade trees would be growing along residential streets where none now exist.

The 18th annual meeting of the

Mutual Benefit Association of the employees of Joseph Breck & Sons' Corporation was held in the salesroom at the close of business, November 19th. The report of the treasurer was read, and showed a substantial balance, in spite of the fact that the benefits paid during the year were greatly in excess of any since the organization was founded. This balance has been partially invested in Liberty Bonds and War Savings Stamps. The secretary's report showed twenty-two members and fellow workers "over there." During their absence they are retained as members and their dues remitted. They have also been remembered from time to time with comforts by the welfare committee. One member, Charles E. Simonds, a member of 16 Co., C. A. C. Artillery, died from disease. The president briefly addressed the meeting and thanked the executive committee for their hearty support and co-operation during the year. The following is the list of officers re-elected for the ensuing year: A. J. M. Joiner, president; F. S. Ferreira, vice-president; H. L. Haynes, treasurer; Miss H. L. Riley, secretary; executive committee, Mrs. A. Coombs, Miss M. C. Cushing, S. L. Hatch, A. E. Werner and W. F. Wilson.

### In the Coming Reconstruction Period

The Florist will be properous and as a precautionary measure insure your glass against damage by hail. A letter to JOHN G. ESLER, Secretary, Saddle River, N. J., will bring the particulars.



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New York



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Manufacturers of ALL STYLES and  
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### GREENHOUSES BUILDING OR CON- TEMPLATED.

London, Ont.—E. Long, 66 Weston St., one house.

Seattle, Wash.—Stuber-Richardson Co., Bryn Mawr, house 37 x 200, completed.

### NEWS NOTES.

Worcester, Mass.—The annual meeting of the Worcester County Horticultural Society was held in Horticultural Hall on Wednesday, December 4. The treasurer's report showed a successful year, with total expenditures of \$20,142.84; resources, \$142,118.63. All the old officers and board of trustees were re-elected; \$6,000 was appropriated for premiums and expenses of exhibitions, etc.

St. Johnsbury, Vt.—The Vermont State Horticultural Society closed its three days' session here on Nov. 22, and probably will hold its next annual gathering in Bellows Falls. These officers were elected: President, Geo. D. Aiken of Putney; secretary, M. B. Cummings of Burlington; treasurer, W. C. Colton of Montpelier; auditor, H. E. Clark of Vergennes; representative to the University of Vermont advisory council, George W. Perry of Chester; executive committee, the president and secretary with E. S. Brigham of St. Albans, C. L. Witherell of Middlebury and R. R. McCrae of Castleton.

## CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

### ASPARAGUS

Asparagus plumosus seedlings, extra strong, \$1.00 per 100 \$6.00 per 100.  
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### BULBS

C. KEUR & SONS, HILLEGOM, Holland.  
Bulbs of all descriptions. Write for prices.  
NEW YORK BRANCH, 8-10 Bridge St.

### CARNATION STAPLES

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### DAISIES

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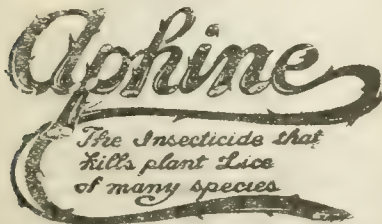
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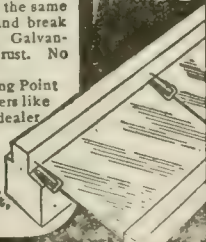
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Lecturer on Horticulture, Columbia University

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Vol. XXVIII

DECEMBER 14, 1918

No. 24

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# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

A little over two weeks remains in which to complete the drive for \$50,000, the amount required by our Publicity Committees to finance the liabilities they have assumed in the carrying out of the Publicity Campaign for 1918. As will be noticed by the financial report appended hereto, we are short about \$4665.

Can we make good? Can we raise this small sum among the very large number of florists who have not yet subscribed to the fund? It should not be difficult if the disposition to "let the other fellow do it" were eliminated. The "other fellow" has been doing it all along, in many cases duplicating his subscription or materially increasing it.

The "other fellow" has had an eye to the results forthcoming from the campaign—a very wide open eye. He realized that we should have to pass through a critical time in the florists' business, a time when the ordinary demand for flowers would of necessity be greatly reduced. He further realized that something should be done to create a new demand which should fill in the gap, and he believed that this was possible through our campaign. He made the campaign possible through his subscriptions, and he has now the satisfaction of knowing that his views were correct, for he has enjoyed the benefits accruing from the greater demand which has been created. Yes, the "other fellow" has done his bit, and is wondering why so many of his trade brethren cannot, or do not, want to look at the situation in the same way.

Surely, there can be no adverse criticism of our methods. We have pounded into the public mind the great usefulness of flowers in the conveyance of sentiments on birthdays, memorial days, such as Mother's Day, festivals, such as St. Valentine's Day, Easter, Decoration Day, Thanksgiving, and Christmas. We have induced the public to look upon flowers even as desirable wedding gifts. We have succeeded in getting our slogan, "Say it with Flowers," firmly established, and it is up to us to see that it remains so. Look at the front cover of the December issue of the Garden Magazine, displayed on every first-class newsstand in the country, and ponder upon our message as there presented. This is only a small part of our publicity work. Wherever we see a chance to put our slogan forward, we take advantage of it, so that flowers will come to mind as

beautiful vehicles for the conveyance of sentiment, mediums within the reach of all but until now not properly considered as faithful carriers of messages of love, sympathy, regard, or congratulation.

Help us to get together this small amount of money that our plans and work may not be retarded. Send in your cheque for whatever you feel you can afford, and make your contribution an annual one for the remaining years of the campaign. Make request of the Secretary's office for the official forms if preferred, but let us have the required subscriptions without delay.

Florists who advertise in their local papers should send us a dollar for our Christmas electrotypes. This electrotypes will connect any establishment with our display advertisement in eight national magazines. For a description of other aids, drop a line for our list.

The following additional subscriptions are recorded:

Annual for Four Years—Jackson & Perkins Co., Newark, N. Y., \$100; Wm. K. Harris, Philadelphia, Pa., \$50; F. Fallon, Roanoke, Va., \$10; W. C. Crossley, Mansfield, Pa., \$5; Philip H. Talbot, Portland, Me., \$10.

Second Subscription—Edmund A. Harvey, Brandywine Summit, Pa., \$30.  
Total, \$205. Previously reported from all sources, \$45,139.25. Grand total, \$45,344.25.

The Committee appointed by President Totty to represent the S. A. F. & O. H. at the War Emergency and Reconstruction Congress of War Service Committees of American Industries, under the auspices of the Chamber of Commerce of the United States of America held at Atlantic City, New Jersey, December 3rd to 6th, comprising President C. H. Totty, Secretary John Young, Washington representative Wm. F. Gude and George Asmus of Chicago, were in attendance throughout the Congress. The Committee was admitted to the Congress under credentials which relegated it to voting power in Group No. 32, and in accordance with the program they took part in the discussion of the different phases of the problem of reconstruction as they affected the florists' trade. The Committee for its section presented the following resolution which was carried:

"The Committee representing The Society of American Florists and Ornamental Horticulturists and the allied trades, an organization working under a charter passed by Congress and signed by the late President McKinley, do hereby submit the following:

"Resolved, That we recommend the continuance of the War Industries Board for a limited period. We fur-

ther recommend the creation of a central committee composed of representatives of the major business interests of the country to take up the work of the War Industries Board during the period of readjustment; also that official recognition shall be given the Chamber of Commerce of the United States, as this body would be of valuable assistance in economic liquidation of leftover war properties; further, the florist industries ask that all restrictions that have been imposed on them as war measures be removed, such as fuel restriction and the importation and exportation of its products. These recommendations are of vital importance to the florists' industry.

"Committee:

(Signed) CHAS. H. TOTTY, Pres.,  
JOHN YOUNG, Sec.,  
WM. F. GUDE,  
WM. F. GUDE, Wash. Rep.,  
GEO. ASMUS, Chair. Fin. Com."

The Florists' Trade generally was represented fully and solely by the Committee, the Society of American Florists being recognized as a trade organization exerting influence in its principal field. The attendance at the Congress was very large, including nearly 5,000 delegates, representing practically every industry. The prevailing idea of the Congress was that industry should be allowed in great part to settle the various problems of reconstruction outlined in the Congress without restrictions by the National Congress which might be derogatory to the homogeneous reconstruction.

JOHN YOUNG, Secy.

1170 Broadway, New York.

## COLLEGE OF AGRICULTURE, COLUMBUS, OHIO.

For those who are not fitted with the proper preparatory work for the four year course in college or those who have attended college, but have always wished for a little more education, Ohio State University at Columbus, Ohio, offers an eight weeks' course which starts January 6. The course continues through farmers' week. Farmers' week is a week filled with talks and demonstrations by leaders. Special courses are offered for the sons and daughters of florists in gardening, commercial floriculture, fruit growing, soils and various other allied subjects. The tuition amounts to merely the payment of several small fees for laboratories. It is estimated that the course should not cost a provident student over \$60. Write for information to Mr. B. G. Watson, Secretary of College of Agriculture, Ohio State University, Columbus, Ohio.



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It will be difficult for years to come, if not impossible, for growers and dealers to maintain the high standards of many kinds of seeds which prevailed before the war. This will be due only in part to the German supply being cut off, because we are now receiving direct, products of certain countries which formerly came to us through Germany. The war has taken a heavy toll from the ranks of European seed growers and thousands of men upon whom important work depended are numbered with the slain. Their places cannot be filled and the work they did—if it continues—will devolve upon others lacking in experience and skill. We appreciate that seedsmen and their growers are doing their utmost to meet the difficulties of the situation; nevertheless, it will be impossible to maintain pre-war standards of excellence in many cases and seed users cannot reasonably expect them. Not a few of the finer selected strains of seeds have been lost

and one leading French grower says it will take at least ten years of continuous selection to restore them.

### Protecting evergreens

It is not at all probable that evergreens will suffer during the coming winter as they did last winter. Conditions are decidedly better now than they were at the corresponding date last year. First, the ground is as yet free from frost and contains ample moisture, which all evergreens are still taking up freely and will continue to do until the ground freezes to a depth below that to which their roots penetrate. When the ground becomes frozen below the roots they can no longer absorb moisture—it is locked up. During last winter the ground was continuously frozen to this extent for about six months, resulting in the drying out or winter-killing of thousands of evergreens. The native plants suffered quite as much as those from Japan and China. On private estates it is not difficult to protect plants against this manner of injury by mulching the ground with leaves, salt hay or other suitable litter to a depth of eight to twelve inches and extending well beyond the radius of the roots. Manure which contains ammonia should not be used, it being fatal to both conifers and broadleaved evergreens. In situations exposed to strong wind the mulch may be held in place by sprinkling a slight covering of loam over it. With the cutting off of importation, evergreens will undoubtedly rule much higher in price and it behooves us to take pains to protect those we now have.

### Where "we are at"

The situation in the flower business at the present time is quite out of the ordinary, and, in fact, unprecedented in a great many years and in its peculiar conditions of insufficient supply and uncertain immediate outlook, all over the country, is reminiscent to the older members of the craft, of former days when the normal production was far below the demands for the holidays and all kinds of expedients had to be adopted in the effort to meet the emergency. As one of the results of the situation, it is evident that prices will run on a higher level than at any corresponding time heretofore. Unfortunately the American public have been badly educated in the matter of winter flower values and may now prove reluctant to meet the prices which, for many reasons, seem inevitable for Christmas. Time will tell, and much will depend upon the attitude which the retail florists themselves shall maintain in their dealings with the public, as to whether the florist will be met in a spirit of toleration or with a public resentment that might unfavorably affect the business during the whole season. Instead of throwing blame on other departments of the business let each one, through the local press and when called on by customers for an explanation, frankly place the cause where it belongs, on the commercial restrictions endured during the past two years, including the limited fuel supply, the embargo on supplies from abroad, the insufficiency of help, and other factors that have caused the compulsory closing up of a considerable portion of the greenhouses which have been a main dependence heretofore, and all of which has resulted in a very much reduced supply and enormously increased cost to produce. The habit of railing at the practices of other departments of the business which has been all too common in the past should be avoided. Outside influences beyond our control are largely responsible for the situation which now exists. Pass that fact around.



## FLORICULTURE AT CORNELL UNIVERSITY.

With the signing of the armistice the work of the Department of Floriculture is rapidly coming back to its former status. When war was declared, many men students specializing in floriculture joined the colors and the classes have been composed almost entirely of women students. The staff of instructors was also very much depleted, practically all having been engaged in some form of war service.

Early in January, 1918, E. C. Volz, instructor, resigned to become Director of School and Home Garden Work in Michigan. In February, E. A. White was relieved of his duties at the College to take up the organization and supervision of School and Home Garden Work in Western New York. This work was continued until July 1, 1918. July 1st M. E. Farnham, instructor, was called for service and was stationed at Camp Sevier, S. C. At the same time Miss L. A. Minns was given leave of absence that she might supervise the greenhouse and garden work at the Carnegie Institute for Experimental Evolution at Cold Spring Harbor, N. Y., thus relieving a man for war service. In September, Mr. C. L. Thayer, instructor, was called for service and is now stationed at Fort Adams, R. I. During the fall Professor David Lumsden has been teaching the S. A. T. C. in meteorology. Dr. A. C. Beal was granted a sabbatic leave of absence for the year 1918-1919, which he is spending at Los Angeles, Cal.

During the last four weeks many of the former students have expressed a desire to return to their work in floriculture and plans are being made to begin all the courses December 30th. The College curriculum has been put on a four-term basis, and the work will continue throughout the summer. Thus a student who had completed the work of his junior year may return and take up his studies December 30th and graduate in October, 1919. Practically all of the teaching force will be available for the beginning of the new term. During the war the educational work in floriculture has been retarded fully as much as has the work of commercial florists. The members of the department have accepted the conditions in the same loyal spirit of devotion to the country's best interests as have the commercial men. When the ruling of the fuel administrator regarding the fifty per cent. coal supply for greenhouses became effective, one half of the glass areas of the College of Agriculture were closed. In the Department of Floriculture the rose and carnation houses and a third house for miscellaneous plants were closed, the palm houses and the cooler houses for sweet peas and other plants being retained. The feeling of those in

charge of the administration of the work of the College was that the College should adjust its work to meet the requirement of the Fuel Administrator in the same spirit as did the commercial florists.

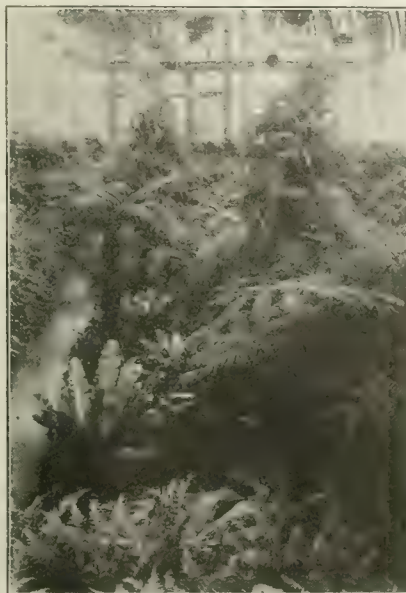
It is the belief of all those in the department that with the coming of peace the educational work in floriculture in all American institutions will rapidly resume the important position it occupied before the war. Our young men are coming back with a greater realization of the advantages offered by American schools and colleges, and there is no question but the floricultural industry will immediately feel the effects of the ending of the war and that a period of prosperity is before it.

E. A. WHITE,  
Dept. of Floriculture.

Ithaca, N. Y.

## MISSOURI BOTANICAL GARDEN.

An account of the donation to the Missouri Botanical Garden by Mr. D. S. Brown, of orchids, ferns, palms, etc. was given in the May, 1918, number of



View in Fern House at Missouri Botanical Garden

the Bulletin. At that time it was stated that Mr. Brown's gift placed the Garden in possession of the most complete collection of orchids in the United States, comprising, exclusive of the cypripediums, 691 species. Recently Mr. Brown has decided to present to the Garden the remainder of his orchid collection consisting of cypripediums and selenipediums and including many rare and beautiful specimens which could only be duplicated with the greatest difficulty, if at all. Through the generous public spirit of Mr. Brown the Missouri Botanical Garden will now be able to display these wonderful plants as never before.

In exchange for a duplicate collection of vandas and nepenthes, Joseph Manda, West Orange, New Jersey, has

contributed to the Garden a valuable collection of brassocattleyas, cattleyas, and laeliocattleyas. These plants are recent hybrids from rare types which will add greatly to the orchid displays. Among them the albino variety of *Laeliocattleya Canhamiana* and the brassocattleyas, noteworthy for their extremely large, fringed lips, stand out most prominently.

The entire collection of orchids now at the Garden includes 1,235 species and varieties, which, with many duplicates of the more common forms, makes a total of 5,732 plants.

## URGES LESS USE OF LAUREL.

Less use of laurel for Christmas decoration is urged by the Society for the Protection of Native Plants. In a statement issued Dec. 4, the society says:

"The mountain laurel is one of our most beautiful native shrubs, both when covered with its wonderful masses of pink and white flowers in early summer and during the rest of the year on account of its rich foliage. Being an evergreen, which very few of our native shrubs are, it makes a striking feature in a winter landscape.

"Laurel is a typical feature of our New England woods and pastures, and it should be our pleasure and duty to protect it from destruction. But its very beauty and charm induce cutting to an alarming extent. It is gathered extensively twice a year. In summer the flowers are taken for church and house decoration. In winter the roads are especially extensive and dangerous. Enormous quantities are then used for festoons, wreaths, etc., in Christmas decorations. As it is then cold weather, the foliage keeps well, and bears transportation to a distance, so that the quantity collected is only limited by the demand and the available material. It is to be noted that this cutting is all from wild laurel growth, not from plants which are grown for this purpose, although it is a shrub easily cultivated.

"The flowers are borne only upon the shoots of the previous year's growth, so that, if these are cut, a year's flowering is lost; and, when looking at long festoons of laurel leaves, it is saddening to think of the great quantity of blooms that have been destroyed for the next summer in this truly extravagant winter decoration.

"Care for the future often involves sacrifice in the present. Therefore, can we not forego some decoration for the sake of preserving for the enjoyment of future generations the beauty of our woods, swamps and pastures where the laurel now grows?"



## CLUBS AND SOCIETIES

### NEW YORK FLORISTS' CLUB.

The closing session of the New York Florists' Club for the year 1918 and the last meeting under the administration of President Charles Schenck, was held on Monday night, December 9. It was the occasion of election of officers for the following year and there was a very good attendance, not far from one hundred and seventy-five members being present. The withdrawals from candidacy for various offices left the ticket almost unanimous, the only contests being for the position of vice-president and on the trustee list there being four names left on the latter from which to select three. The result as declared by tellers was as follows: President, Philip F. Kessler; vice-president, P. W. Popp; secretary, John Young; treasurer, Wm. C. Rickards; trustee, E. C. Vick, Percy P. Rigby and A. T. De la Mare.

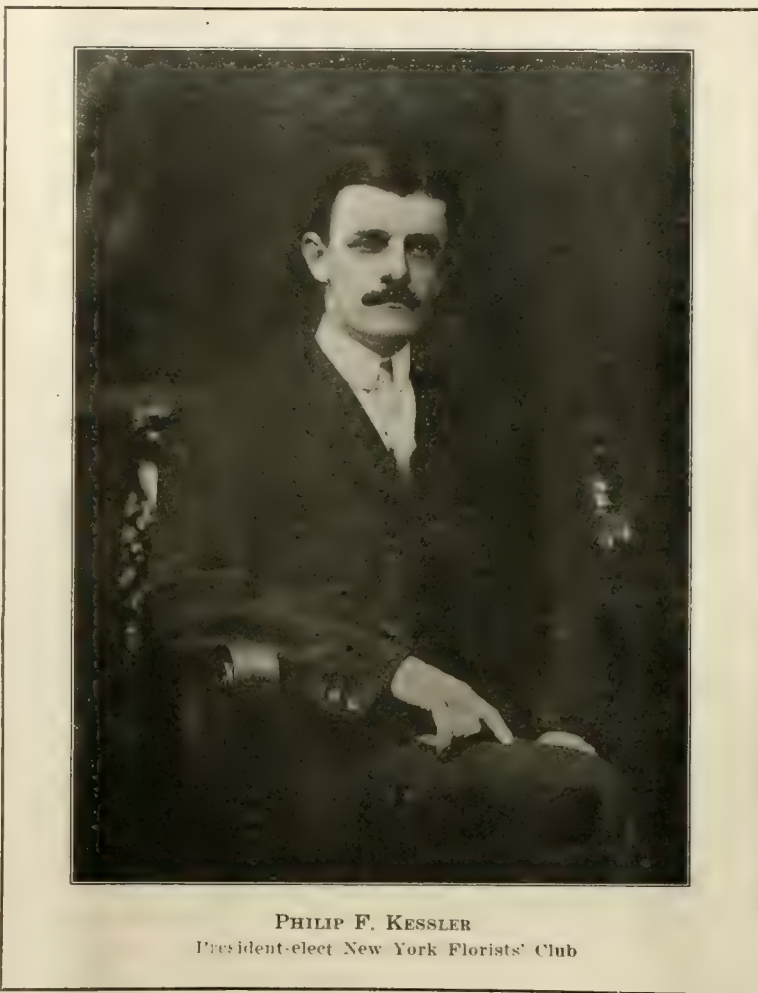
The meeting opened with the usual preliminary reports of secretary and various committees. The secretary's minutes indicated a gross membership now of over five hundred. P. W. Popp reported on the meeting of the trustees held on the previous afternoon. Previous to election the members were amused by some interesting and startling demonstrations with liquid air by Professor Andrews.

Following the recess and announcement of the results of the election, the successful candidates were called to the platform and each one made a nice little speech of acceptance and promise of faithful attendance to the club's welfare. Many plaudits were vociferously given to all and specially to the president-elect, who is one of the most popular members ever elected to office.

Interesting letters were read from Winfred Rolker in reference to the plant exclusion act, E. A. Manda, sergeant major with the Army of Occupation, and T. A. Havemeyer asking the club to participate in the proper reception of the returning soldiers when officially welcomed by the city. Provision was made for the renting of a permanent club office, in connection

with the premises occupied by Secretary Young for S. A. F. business.

Charles H. Totty reported on the Chamber of Commerce Convention at Atlantic City. The information therein appears elsewhere in this paper. Mr. Totty reminded the members of the disastrous outlook due to the impending exclusion act whereby dracaena canes and other essentials to the prosecution of the florist industry could not be obtained.



PHILIP F. KESSLER  
President-elect New York Florists' Club

A. L. Miller reported for the flower show committee that no public flower show would be attempted until the spring of 1920.

The secretary read reports of sympathy on the deaths of R. M. Ward, W. R. Siebrecht, Wm. Vescelius, Mrs. Geisler and Wm. Weber, son of Chas. Weber.

Exhibits on the tables and the awards made by the judges on same were as follows: A. N. Pierson, Inc., Cromwell, Conn., Chrysanthemum Golden Mistletoe, 86 points and preliminary certificate. Teaneck Greenhouses, Teaneck, N. J., antirrhinums, vote of thanks. Charles Smith & Son, Corona, L. I., single chrysanthemums, vote of thanks. R. E. Sealey, Cedar-

hurst, L. I., Chrysanthemum Brightview, preliminary certificate. Elmer D. Smith & Co., Adrian, Mich., three vases of new Chrysanthemums, vote of thanks. S. Van Reyper, Dundee Lake, N. J., stevia, vote of thanks.

The roll of honor of the New York Florists' Club is as follows:

E. K. Baumann, Rahway, N. J.; Arthur Clarke, New York City; William Chalmers, Mamaroneck, N. Y., (with Canadian Forces); F. R. Doerrer, Westfield, N. J.; L. E. Dupuy, White-stone, N. Y.; Isadore Fight, New York City; A. M. Henshaw, New York City; Emil Kamros, New York City; A. N. Kinney, New York City; J. J. Lane, Garden City, N. Y.; Edward A. Manda, West Orange, N. J.; P. F. Meissner, Brooklyn, N. Y.; C. H. Perkins, 2nd, Newark, N. Y.; George C. Siebrecht, New York City; John Tinney, New York City; Thos. Tobin, New York City; David B. Thom, Brooklyn, N. Y.; David S. Ward, Queens, N. Y.

### GARDENERS' AND FLORISTS' CLUB OF BOSTON.

The regular monthly meeting of the club will be held at Horticultural Hall on Tuesday evening, Dec. 17, at 7.30 o'clock. The annual election of officers will take place at this meeting. H. H. Barsch of Waverley will give one of his practical talks on "Growing Plants for the Christmas Trade." Henry Penn will follow with what is sure to prove an interesting talk on "Handling Plants at the Store for the Christmas Trade." There will be a discussion on each subject. Members are invited to contribute flowers, plants, etc., for the exhibit table. Refreshments, which have been omitted for some time, will be served at the meeting and a large attendance is looked for.

W. N. CRAIG, Secy.

At the residence of Harry C. Huesman, 562 Schuylkill avenue, the monthly meeting of the Reading, Pa., Florists' Association was held Thursday evening, Dec. 5, with all members in attendance. Trade for the holiday season was lengthily discussed and arrangements will be made to meet the demands as best as possible.



## A YEAR OF ROSES.

To the Members of the American Rose Society:

Let us make the first year of peace a year of roses. A correspondent who was at the very front in Belgium on November 11, reports that the next day, November 12, the roads were crowded with Belgians returning home, bringing their few remaining home possessions with them, on wheelbarrows, in baby coaches, and on their backs. Of beasts of burden they had none, nor of ordinary wheeled vehicles. The retreating Huns had stripped them after four years of continual oppression. The same correspondent reports that he was moved to tears as he saw these folks returning home, all carrying flowers, whatever they could find a blossom to be deck themselves.

Proof that the rose has tremendously helped in fighting this war to a righteous finish is constantly coming in. The sight and the smell of a rose which reminded him of home has put fresh "ginger" into many a wearied and worn French, English or American soldier.

We here in America have suffered practically not at all, save as some of our very best have given their lives in the fight for world decency. It is certain that France and Belgium will blossom in joy in 1919. Ought we in America be any less attentive to aiding nature to rejoice?

Let us make 1919—the first year of peace—the greatest rose year in the history of the continent. Let us grow roses, give roses, and live roses, the season through. The Red Cross, the Y. M. C. A., and all the other great ameliorating agencies will need help. Let us show roses to assist in getting that help.

The fellowship of the American Rose Society is a fellowship of patriotic rose lovers. The 1919 Rose Annual will breathe the spirit of rose patriotism. You will of course get it for yourself. Can there be a better way to give a friend the first fine rose breath of freedom of 1919 than to have him join with you as a member?

Sincerely yours,

E. A. WHITE, Secy.

Ithaca, N. Y.

## CLUB AND SOCIETY NOTES.

One of the finest apple exhibits ever seen in Vermont was a feature of the 22nd annual meeting of the Vermont State Horticultural society which was held at St. Johnsbury last week. The largest apple exhibitors were Luther Putnam of Cambridge, who is showing over 60 varieties, E. L. Witherell of Middlebury and W. E. Ranney of Westminster.

At the Paterson (N. J.) Floricultural Society meeting held at the Y. M. C. A., the following officers were elected: President Joseph M. Ackerman; vice-president, Charles E. Walker; treasurer, Andrew N. Bardener; secretary, Sebastian Hubschmitt; financial secretary, Joseph A. Wells; trustees, Albert Franck, Marion Probert, William Clookie; executive board, Robert Petrie, Albert Franck, Edward Vandercliff, H. Cummings; auditing committee, P. Lowe, H. Cummings and Albert Franck.

# "Say it with Flowers"

Whose Birthday is in?

1918 DECEMBER 1918

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Plants and Flowers as Xmas and New Year's Gifts

appeal to the higher senses. They are more able conveyors of true sentiment than any man-made creations

*They preserve, even increase, the Christmas spirit.*

Call and see for yourself the exquisite gift creations of our floral artists. You'll be amazed at what may be purchased at a trifling cost.



Florists may obtain electros of the above cut for circular and catalogue purposes on application to John Young, Sec'y, S. A. F., 1170 Broadway, New York

A committee to complete arrangements for a smoker to be held in the near future was appointed. Its members are: C. Walker, R. Petrie, J. Schumacker, H. Cummings, A. H. Smith, A. Frank and H. Schofield.

The monthly meeting of the Stamford (Conn.) Horticultural Society was held Friday evening, December 6th. Officers for the ensuing year were elected. A report of the committee for the Fall Show proved that the society is able to donate to the Red Cross quite a substantial sum. A committee was appointed to make arrangements for the entertainments for members and their families. Following displays were awarded prizes: Seedling carnation, gardener M. J. Quish, certificate of merit; carnation Mrs. C. W. Ward, same exhibitor, certificate: Cypripedium insigne, Jas. Foster, vote of thanks; chrysanthemum No. 44, James Foster, certificate of merit. Others were highly commended.

G. C. BOON, Cor. Sec.

## During Recess

### CHICAGO BOWLING

Central Club, North Chicago League, Nov. 19

	1st Game	2d Game	3d Game
Lorman .....	216	146	237
Telf .....	178	167	163
Huebner .....	179	192	177
Martin .....	178	178	175
Price .....	173	142	160
Totals .....	924	825	912

Central Club, Kaad League, Nov. 22

	1st Game	2d Game	3d Game
Lorman .....	180	195	178
Wolf .....	181	237	171
Huebner .....	201	211	174
Price .....	157	181	174
Olsem .....	197	234	167
Totals .....	921	1058	864

### GREENHOUSES BUILDING OR CONTEMPLATED.

St. Paul, Minn.—Ivan Tucker, two houses in the spring.

Birdville, Pa.—G. A. McWilliams, house 32 x 150.



# The Boys are Coming Home Now

There will be great rejoicing and if the S. A. F. Publicity Bureau, Horticulture, and other active agencies make the impression they should, the home-welcome will be the greatest this country has ever seen, florally and otherwise.

## GET READY

for the stirring events ahead and hasten this great trade revival with confidence and courage.

## Advertise! Advertise!! Advertise!!!

Tell the trade readers of Horticulture what you have to sell to them. Let them know you are ready to meet them on the common ground of

## BETTER BUSINESS FOR ALL

Every issue of Horticulture all through this historic season will be at your service to co-operate in every possible way. We await your copy and instructions. Forms open until Thursday morning each week.

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# Horticulture Publishing Co.

147 Summer Street, BOSTON, MASS.



## The Fertilizer Situation

Those who have hoped that the ending of hostilities would bring some reduction in the price of commercial fertilizers this spring are due for keen disappointment. Not only has the price not lowered, but it has raised about \$2 a ton for all mixed goods. Thus, a mixture carrying 2 per cent nitrogen, 8 per cent phosphoric acid and 2 per cent potash is retailing at about \$53 a ton compared with \$51 a ton last season. The 16 per cent acid phosphate is retailing at about \$30 a ton, an advance of \$1.25 higher than last season's quotation. Some dealers may charge as much as \$33 to \$35 a ton for acid phosphate but this is abnormal. The price per pound of the three elements in mixed goods will approximate 42½ cents for nitrogen, 30 cents for potash and 9 cents for available phosphoric acid. It is highly important, therefore, for farmers to study the fertilizer needs of their soils so as to buy fertilizers intelligently and avoid buying material not needed, says the University of Missouri College of Agriculture. The fact cannot be repeated too often that farmers can grow sufficient nitrogen through the leguminous crops for maximum production of cereals besides supplying rich nitrogenous feeds. For example, two tons of clover returned to the land enriches the soil by at least 80 pounds of nitrogen, whereas the nitrogen contained in an acre application of 150 pounds of an ordinary 2-10-2 fertilizer amounts to only three pounds per acre. In regard to potash, it should be remembered that nearly all Missouri soils are fairly well supplied with this constituent. The great need, therefore, is for phosphorus. It is unfortunate that the supply of phosphatic fertilizers is again so limited, most of this material having been used in compounding the mixed goods. In general the best source of phosphorus is acid phosphate, preferably the 16 per cent goods. It is reasonable to expect that the cost of this material be materially lower by next fall; at least there appears to be no economic reason for the price to remain much above what it was before the war, at which time the 16 per cent acid phosphate could be bought in Missouri for about \$18 a ton.

### Fertilizer Studies.

The enormous fertilizer consumption in the United States, amounting to upward of a hundred million dollars prior to the war, has in the course of the last few years undergone a decided change, not so much in volume of fertilizer consumed as in the composition of the fertilizing materials. This has forced a careful study of ratios of essential plant-food constituents on prominent and essen-



tial crops. Accordingly, small field plats for the study of fertilizers have been established at many points on different soils and under different agricultural conditions. The test fields now in operation are at Presque Isle, Me., State College, Pa., Norfolk, Va., Florence, S. C., Pecan City, Ga., Putney, Ga., Thomasville, Ga., Monticello, Fla., Orlando, Fla., Ashland, Wis., and Scottsburg, Ind.

Special field tests have been conducted to determine the smallest quantities of potash as a fertilizer which will meet the requirements of the tobacco plant, more especially on the lighter soils of the flue-cured district. Marked responses have been obtained with only 24 pounds, and even as low as 12 pounds, of potash per acre. These applications have sufficed to prevent the appearance of the characteristic symptoms of potash deficiency which the plant shows when no potash is supplied in the fertilizer. It has been possible also to establish an appreciable difference between the sulphate and the muriate of potash in their action on the plant.

### Examination of Materials Offered as Fertilizer Substitutes.

The unusual fertilizer situation has brought forth numerous fertilizer substitutes of more or less doubtful merit for which extravagant claims are made. Companies are organizing to exploit fertilizer materials concerning the value of which little is known, and it would seem that a very considerable increase in such test work is necessary. Several such products have been investigated and tested. Some of them are practically worthless and others of value entirely out of proportion to the price charged.

Amsterdam (By the Associated Press)—Advices from Rhenish Prussia quote a trade circular as saying that the German potash production in November was 70 per cent, below normal. The circular adds that the increased profits from enhanced prices have been more than absorbed by the advance in wages paid the workers in the industry.

## EFFECTING HOME PLANTING

By Charles W. Sibley, Athol, Mass.

### THE LATE AMADEE HANS.

Amadee Hans, the announcement of whose passing away at Locust Valley, Long Island, N. Y., appeared last week in these columns, came to this country 32 years ago and found readily a gardener's position at Morningside Park, New York, for several years, where he was in charge of the plantings of alpine and herbaceous plants among the rocks of Central Park. In all his plantings he was a true artist, knowing how to place harmonious coloring with superior effect. Mr. Hans left the park department for Lenox, where he had charge of the John E. Parsons estate, which he remodeled from one end to the other to the great satisfaction of the eminent proprietor. Mr. Hans took great pride in every detail, and showed at all times the artist in tree and shrub planting. Rustic work was one of his delights.

Mr. Hans was called after some eight or ten years' service at Lenox to Lowell Palmer at Stamford, where he found in Mr. Palmer a genial lover of the most beautiful collections of evergreens, rare trees, hardy azaleas, rhododendrons and the best collection of hardy ferns. He spent about ten years on this place and produced a valuable nursery. Then he went to Mr. Hodenpyle's to take charge of the new place at Locust Valley, Long Island. There Mr. Hans showed his rare ability, establishing a magnificent collection of conifers, hardy perennials, ferns and rock plants, also a very interesting trained fruit garden, a bog garden and many other beautiful features.

Mr. Hans was highly gifted in every branch of horticulture and possessed a very valuable library of eminent French authors. Sickness overtook him some three years ago which finally closed his life on December 1st. His funeral was largely attended by many true old friends whom he left behind, who loved and highly esteemed him. He leaves his wife and a son, who is a civil engineer, also one grandson and one granddaughter.

J. F. HUSS.

Hartford, Conn.



## Flowers by Telegraph

Leading Retail Florists Listed by Towns for Ready Reference. Orders transferred by telegram or otherwise to any of the firms whose address is here given will be promptly and properly filled and delivered.

Albany, N. Y.—H. G. Eyres, 106 State St.  
 Albany, N. Y.—The Rosery, 23 Steuben St.  
 Albany, N. Y.—Danker.  
 Bangor, Me.—Adam Sekenger, 32 Newbury St.  
 Boston—Thos. F. Galvin, 1 Park St.  
 Boston—Penn the Florist, 124 Tremont St.  
 Buffalo, N. Y.—S. A. Anderson, 440 Main St.  
 Buffalo, N. Y.—Palmer's, 304 Main St.  
 Cambridge, Mass.—John McKenzie.  
 Chicago—William J. Smyth, Michigan Ave. and 31st St.  
 Cleveland, O.—J. M. Gasser Co., Euclid Ave.  
 Cleveland, O.—Adam Graham & Sons, 3523 Euclid Ave.  
 Cleveland, O.—Knoble Bros., 1836 W. 25th St.  
 Cleveland, O.—The Smith & Fettes Co., 735 Euclid Ave.  
 Denver, Col.—Park Floral Co., 1643 Broadway.  
 Detroit, Mich.—J. Breitmeyer's Sons, corner Broadway and Gratiot Ave.  
 Elizabeth, N. J.—Leahy's, 1169 E. Jersey St.  
 East Orange, N. J.—Smith, The Florist.  
 Fall River, Mass.—Warburton, 495 New Boston Rd. and 36 N. Main St.  
 Kansas City, Mo.—Samuel Murray, 1017 Grand Ave.  
 New Haven, Conn.—J. N. Champion & Co., 1026 Chapel St.  
 New York—David Clarke's Sons, 2139-2141 Broadway.  
 New York—Alex. McConnell, 611 5th Ave.  
 New York—Young & Nugent, 42 W. 28th.  
 New York—A. T. Bunyard, 413 Madison Ave., at 48th St.  
 New York—Dards, N. E. corner 44th St. and Madison Ave.  
 New York—G. E. M. Stumpp, 761 Fifth Ave.  
 New York—Kottmiller, 426 Madison Ave. and 49th St., also Vanderbilt Hotel.  
 New York—Max Schling, 785 Fifth Ave.  
 Omaha, Neb.—Hess & Swoboda, 1415 Farnum St.  
 Philadelphia—Chas. H. Grakelow.  
 Providence, R. I.—Johnston Bros., 38 Dorrance St.  
 Rochester, N. Y.—J. B. Keller Sons, 25 Clinton Ave. N.  
 St. Louis, Mo.—Fred C. Weber, 4326-28 Olive St.  
 St. Paul, Minn.—Holm & Olson, Inc.  
 Tarrytown-on-Hudson, N. Y.—F. R. Pier-son Co.  
 Toronto, Can.—J. H. Dunlop, 8-10 West Adelaide St.  
 Washington, D. C.—Gude Bros., 1214 F St.  
 Washington, D. C.—George H. Cooke, Connecticut Ave. and L St.  
 Worcester, Mass.—Randall's Flower Shop, 22 Pearl St.  
 New York—Thos. F. Galvin, Fifth Ave., at 46th St.

### BOSTON.

The Waban Rose Conservatories have vacated the prominent corner store at No. 5 Winthrop square and it is to be occupied by Dolansky & McDonald. It is a very eligible headquarters in the center of the wholesale district. Waban Conservatories will run an office at 15 Beacon street and a salesroom at the Flower Exchange.

# CHRISTMAS SPECIALS

This Christmas will be the greatest Christmas of all time. The people will buy Christmas goods as never before. Mr. Florist, don't be afraid, don't have the slightest fear to prepare yourself ahead of time, and save yourself great disappointment.

## CHRISTMAS BASKETS

We have spent much time and thought to make up a CHRISTMAS BASKET, already filled with CHRISTMAS MATERIAL only, ready to be sold to your customers. The basket, which is rustic, consists of CONES, GREEN RUSCUS, PRESERVED BOXWOOD, RED RUSCUS, RED FRIEZE, etc. Every part of this basket brings forth to the mind of your customer CHRISTMAS TIME and CHRISTMAS CHEER. Each basket is boxed separately, which makes it easy to ship, insures perfect arrival, and makes it easy for your customer to carry home.

### COMPLETE BASKET — Including the Box

Size A.....\$5.40 per dozen

Size B..... 7.80 per dozen

### Order Now — Save Yourself Worry — Display Early

These baskets are just as good in a year from now, as all the material is preserved, and WILL NOT DRY UP OR LOSE COLOR.

RED RUSCUS, bright color and perfectly dry.....95c per lb.  
 GREEN RUSCUS, A No. 1 quality, perfectly flexible and good color .....70c per lb.  
 RED ROPING, 60 yards to the ball, very best color and quality .....85c per ball.  
 RED IMMORTELLS, while they last,  
 50c per bunch, \$5.50 per doz. bunches.

We carry a full line of other CHRISTMAS SUPPLIES, such as BOINSETTIAS, Crepe Paper, Wax Paper, Chiffons, etc.

Don't forget that we are headquarters for ARTIFICIAL FLOWERS, WAX DESIGNS, SPRAYS, MAGNOLIA WREATHS, FROSTED MAPLE, BROWN ARTIFICIAL GALAX, etc., etc. We handle a full line of CUT FLOWER BASKETS, and everything in FLORISTS' MANILA BOXES. We are direct manufacturers of CYCAS LEAVES.

## BOSTON FLORAL SUPPLY CO.

Manufacturers of Florists' Supplies

347-49-51-53-55-57 Cambridge Street

BOSTON, MASS.



# A CHEERY LETTER FROM J. J. LANE.

Somewhere in France,  
November 13, 1918.

Dear Mr. Stewart:—

I am writing this within forty-eight hours after the granting of the armistice and on a day so beautiful as to lend an appropriate setting for the wonderful emotions that come to us in these hours. A few nights ago, while we were shelling the Germans, and were receiving goodly portion of their shell fire in return, the outlook was very dark indeed. Now, the sun is shining and peace dawns over all the land.

As I look from the window of my station, I see a group of our boys engaged in the strenuous work of cleaning up the town. Shoveling into piles and carting away the grime and dirtiness accumulated in four years of war is going to be no easy task, but the fact that our boys turn to this accomplishment within forty-eight hours after the signing of the truce by our enemy, shows me how clearly we as a people desire good surroundings, cleanliness and beauty.

During the days of war a great part of France was covered with dust and rubbish which could only occur in a period when her people were engaged in a tremendously important work. Now that the mission of beating the damn Hun is finished, we all turn to the work of improving our surroundings.

I'm thinking, far away from all that reminds me of Garden Magazine and beauty and fragrance of roses and other gifts of God,—that the people of the world are mighty soon going to turn with renewed interest to the pursuit of gardening.

We're going to push down the beauty pedal in our organ of life real hard, from now on, because so many of us have seen the side of life shown up in all its German hideousness—and want to forget it.

Not alone do I see great years for flower gardening and beauty gardening coming, but bigger than ever years of home "good supply" gardening because of the place which the home food garden has built for itself during the days of the war.

I am longing for the day when I can come back to you all and "carry on" the old friendships, and I hope I may have many to renew.

November 15th.—The rumors are flying about again—in the army we have many. We may be home soon.

If you get a few lines of space in the paper, put in a word to tell the bunch I send my best regards. It's pretty lonesome I get sometimes, and the bunch back home don't do much writing. Of course, they are all very busy, but I do appreciate every single letter. It's pretty late now, and I am tired—as usual, and lazy—so I'm going to close with best wishes for your health and happiness, and the hope that I may see you real soon.

Your friend,

JOE LANE

Corporal, Headquarters, Co. 302,  
Field Artillery, A. E. F., France.

## BUSINESS TROUBLES.

Haverhill, Mass.—Willis F. Eaton, florist. Liabilities \$8,076; assets \$60.

# CARNATION CUTTINGS

FOR EARLY DELIVERY

	100	1000		100	1000
<b>PINK</b>					
Laddie	\$7.00	\$60.00	Belle Washburn	\$5.00	\$40.00
Cottage Maid	4.00	35.00	Aviator	4.00	35.00
Miss Theo, true rose pink	4.00	35.00	Nebraska	4.00	35.00
Mrs. C. W. Ward, true rose pink	4.00	35.00	Geneva	4.00	35.00
Enchantress Supreme	4.50	37.50	<b>WHITE</b>		
Pink Delight	5.00	45.00	Crystal White	6.00	50.00
Alice	4.00	35.00	Matchless	4.00	32.50
Enchantress	4.00	35.00	White Wonder	4.00	35.00
Rose Pink Enchantress	4.00	35.00	White Perfection	4.00	35.00
<b>RED</b>			White Enchantress	4.50	37.50
Merry Christmas	5.00	40.00	<b>VARIEGATED</b>		
Doris	6.00	50.00	Benara	5.00	40.00
Rosalia	5.00	40.00	<b>YELLOW</b>		
			Yellow Prince	5.00	40.00
			Old Gold	5.00	40.00

PACKING AND BOXES WILL BE CHARGED FOR AT COST

**C. U. LIGGIT,**

Office: 325 BULLETIN BUILDING  
PHILADELPHIA, PENNA.

## THE PLANT EXCLUSION TANGLE

Editor HORTICULTURE:

Dear Sir:—

We have been sending out about one hundred circulars as below to our main correspondents in the plant line in Holland, Belgium, England and France. The mails to Belgium are now open to letters and printed matter.

Aside from Diplomatic pressure, we see no other remedy but by action of Congress, defining, or reversing and limiting the rights of the Federal Horticultural Board, which, as far as we can judge, construe Section 7 of the Quarantine Act of August 20th, 1912, in a wrong and arbitrary manner. They offer no proofs in the letter of August 29th, they quote no localities nor countries which are to bring these new insect pests and diseases not heretofore widely prevalent or distributed in the United States. What about all the other bulbs except the six ones quoted? Are they more dangerous; will the trade of Seedsmen and Florists, and quite some of the Nurserymen quietly submit to this, without an effort for a remedy? The Department Solicitor's opinion has no value to us, except to show his ignorance of the practical horticultural workings of the past.

Injunction proceedings would throw the proof onto us, and be costly and likely too slow. But if every reader of your paper will address his Congressman and Senator with a call for help and prompt help, that may stir our next Congress into timely action to either extend the time of quarantine reasonably, or rescind the Board's action.

Yours very truly,  
WINFRED ROLKER of A. R. & S.

Following is a copy of the circular letter:

General Notice to the Foreign Horticultural Trade, and Allied Branches.

Gentlemen:—

The Department of Agriculture has approved on November 18th the drastic propositions of the Federal Horticultural Board, issued by circular letter of August 29th.

This will mean TOTAL exclusion of ALL PLANT IMPORTATIONS from ALL Foreign Countries, excepting only the fruit tree seedlings for propagation and the rose stocks, like Manetti, Briar, etc., when

imported for propagating purposes, both subject to restricted importation. All this to take effect with June 1st, 1919.

Field, Vegetable and Flower Seeds are allowed unrestricted importation. BULBS and BULB'S ROOTS are excluded, excepting only Lily bulbs, Lily of the valley, Narcissus, Hyacinths, Tulips and Crocus, free from balls of soil or earth; but these are put under the restricted list, subject to foreign and home inspection; likewise nuts, including palm seeds, for oil or reproduction purposes, and seeds of fruit, forest, ornamental and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

The protests of the American Horticultural Trade have been of no avail; but since an argument used by the Board in support of these regulations was "that nearly all European countries exclude American nursery stocks, and some countries also exclude the bulbs", we have a faint belief that Diplomatic pressure and proposed counter concessions may tend to lessen somewhat the extra drastic exclusions. Draw your own inference, and, if interested, start timely action.

By notification of November 28th of the War Trade Board, Bureau of Imports, former licenses issued and those extended will from now on remain in force until revoked; the ninety day limit is withdrawn.

Yours very respectfully

AUGUST ROLKER & SONS.

New York, December 4, 1918.

## Horticultural Books

For Sale by

HORTICULTURE PUBLISHING CO.

Chrysanthemum Manual. Elmer D Smith .....	\$0.50
The Chrysanthemum. Herrington .....	.50
Commercial Carnation Culture. Dick .....	1.50
Commercial Rose Culture. Holmes .....	1.50
Violet Culture. Galloway .....	1.50
Greenhouse Construction. Taft ..	1.50
Sweet Peas up to Date. Kerr ..	1.50
Plant Propagation, Greenhouse and Nursery Practice. Kains ..	1.50
Plant Pruning. Kains .....	1.50
Book of Garden Plans. Hamblin ..	2.00
Landscape Design. Hubbard .....	6.00
The Art of Outdoor Rose Growing. Thomas .....	6.00
The Home Vegetable Garden. Krumm .....	1.00
Vegetable Gardening. R. L. Watts .....	1.75
Parsons on The Rose .....	1.00
Principles of Floriculture. B. A. White .....	1.75
Foundations of American Grape Culture. Munson .....	2.00
Plant Materials of Decorative Gardening. Trelease .....	1.00
Aristocrats of the Garden. Wilson .....	5.00
Bailey's Cyclopedia of Horticulture, 6 volumes .....	36.00



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Boigiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Denmark Establishes Seed Prices.

The Seed Administration of the Danish Government has issued a circular, effective November 1, 1918, giving wholesale and retail prices of seeds grown or consumed within Denmark, and giving regulations governing the export of seeds from Denmark. The wholesale and retail prices given in this list are maximum for home trade and home consumption, and the wholesale prices are minimum for export trade.

In order to obtain permission to export seeds from Denmark the following conditions must be complied with: (a) The price at which the seed has been sold abroad, and which must not be less than the published authorized list, must be stated exactly in the application. (b) In case the seed has not been sold at the time of export and the exporter cannot state the prices which will be obtained, he must deposit an amount to be fixed by the Seed Administration as a guarantee, and (c) further, there must be paid a tax of from 10 to 25 per cent of the amount received above the list prices.

The amount obtained from the tax on seed exports is to be used for three purposes: (1) to pay expenses of the Seed Administration; (2) to insure the seed farmers obtaining a price equal to 20 per cent less than the export price; and (3) to provide a fund by which to lower the cost of seeds imported and used by Danish farmers.

This is of special interest to American seedsmen, as it makes necessary the payment by them on all contract orders from Denmark of a price at least as high as that published in the list authorized by the Danish Government, even though the price stipulated in the growing contract was lower than the authorized list.

#### Congressional Seed Distribution.

During the fiscal year 1918 there were distributed on congressional and miscellaneous requests 11,165,709 packages of vegetable seed and 2,188,818 packages of flower seed, or a total of 13,354,527 packages, each containing 5 packets of different kinds of seed. There were also distributed 12,473 packages of lawn-grass seed and 11,110 packages of improved narcissus and tulip bulbs. The seeds and bulbs were purchased on competitive bids, as heretofore. Each lot of seed purchased was thoroughly tested for purity and viability before acceptance by the department, and tests of each lot

## "Seeds with a Lineage" All Varieties Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue CARTERS TESTED SEEDS, Inc., 166 Chamber of Commerce Bldg., Boston, Mass.

were conducted on the department's trial grounds to determine trueness to type.—Bureau of Plant Industry.

#### Notes.

Sacramento, Cal.—The Valley Seed Co. has moved to 1019-1023 10th St.

Fond du Lac, Wis.—Henry Michels has opened a seed store at 34 East 3d St. His seed farm is located at Malone.

Washington, D. C.—Seedsmen are again to have an opportunity to do business with the government, for the General Supply Committee in Washington announces that bids will be received until two o'clock, Saturday afternoon, December 21, and then publicly opened for alfalfa, clover, Kentucky blue grass, red top, rye, timothy, orchard grass, perennial and Italian rye grass, and canary, hemp, maw, millet, rape and thistle seed.

The government does not state how much of each will be required, but bidders are requested to submit estimates on orders for less than fifty pounds, in lots of from fifty to ninety-nine pounds and in lots of one hundred pounds and over, based on the totals of the orders placed for each item last year. Deliveries by the contractors are to run from January 1, to June 30, 1919.

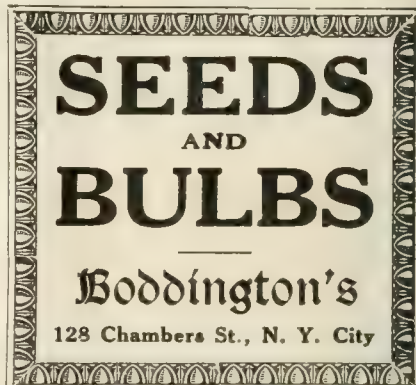
#### JUST KEEP ON KEEPING ON.

If the day looks kinder gloomy,  
And your chances kinder slim;  
If the situation's puzzlin',  
An' the prospects awful grim,  
And perplexities keep pressin'  
'Till all hope is nearly gone,  
Just bristle up and grit your teeth,  
And keep on keepin' on.

Shunning never wins a fight,  
And frettin' never pays;  
There ain't no good in broodin' on  
These pessimistic ways.  
Smile just kinder cheerfully,  
When hope is nearly gone,  
And bristle up and grit your teeth,  
And keep on keepin' on.

There ain't no use in growlin',  
And grumblin' all the time;  
When music's ringing everywhere,  
And everything's a rhyme.  
Just keep on smiling cheerfully,  
If hope is nearly gone,  
And bristle up and grit your teeth,  
And keep on keepin' on.

—Selected.



#### NEWS NOTES.

Montreal, P. Q.—The Province of Quebec is attaching as much importance to agricultural education these days as any other province of the Dominion. Since 1914 practical teaching of horticulture has been a feature of the teaching in the primary schools of the Province. It is estimated that in four years 61,563 pupils have been taught in the schools the rudiments of horticulture. Those who have been watching the development say that early training has aroused the natural curiosity of the school children, and left with them favorable impressions and ideas regarding the cultivation of the soil.

Newport, R. I.—Mr. and Mrs. Samuel Matson have received a letter from their son, Corporal I. F. Matson, telling them that he has been made sergeant in the Oriental detail of the 21st Field Artillery, now in France. He enlisted one week after the United States entered the war, went to Fort Slocum and from there to Leon Springs, Texas, where he remained until going overseas early in March. Soon after arriving in France he went to a radio school, where he remained a few months, later taking charge of the wireless at headquarters.

Before joining the colors Sergeant Matson was in the employ of Gibson Brothers, florists and was later employed by Charles Uttley, florist, in Harrisburg, Pa., which position remains open to him.

#### NEW CORPORATION.

Galt, Ont.—International Seed Co., Ltd.; capital stock, \$100,000. Incorporators, J. P. Joffrey, H. J. Foster and J. H. Hancock.



## KELWAY & SON

### SPECIALIZE IN

# SEEDS

(personally selected strains)

**WHOLESALE ONLY**

Write for Special Prices, Spot or Forward

Only Address, LANGPORT, Eng.

### Special Gladiola Order

AMERICA,	\$18.00
CHICAGO,	30.00
HALLEY,	20.00
FRANCES KING,	18.00
NIAGARA,	35.00
SCHWABEN,	35.00

### AMERICAN BULB CO.

170 W. Wabash Ave. CHICAGO, ILL.

### ROMAN J. IRWIN

108 West 28th Street - - NEW YORK

### "Grow Pelargoniums For Easter"

Pelargoniums—Easter Greeting, Lucy Becker, Wurtembergia.

Fine 2-inch pots, \$1.00 Doz.  
\$8.00 per C.

"OTHER PLANTS ON APPLICATION"

## Burpee's Seeds

### PHILADELPHIA

BLUE LIST OF WHOLESALE PRICES  
MAILED ONLY TO THOSE WHO PLANT  
FOR PROFIT

### Cyclamen Seed—Giant Strain

Salmon King, White, Bright Pink, Bright Red, Delicate Pink, \$9.00 per 1000.

Superb Red and Delicate Salmon (Prize Medal Winners), \$17.50 per 1000.

### S. S. SKIDELSKY & CO.

1004 Lincoln Bldg., PHILADELPHIA, PA.

### BURNETT BROS.

### Seeds, Bulbs, Plants

### Etc.

92 Chambers St., New York  
Write for our Illustrated Catalog

Let Us Quote You on

**CALLA ELLIOTTIANA**  
**IRIS, LILIUMS, PAEONIES, ETC.**

For Fall Delivery

**JOHN LEWIS CHILDS, Inc.**  
Flowerfield, L. I., N.Y.

### W. E. MARSHALL & CO.

### SEEDS, PLANTS AND BULBS

### Horticultural Sundries

166 W. 23rd St., NEW YORK

## Farquhar's Giant Cyclamen

Awarded the Gold Medal of the Massachusetts Horticultural Society

Farquhar's Giant Crimson-scarlet ..... 100 seeds \$2.25

Farquhar's Giant Salmon..... 100 seeds 2.00

Farquhar's Giant Crimson

Farquhar's Giant Pink

Farquhar's Giant White

Farquhar's Giant Blood Red

Farquhar's Giant Excelsior

Each of the above 100 seeds \$1.75

## R. & J. FARQUHAR & CO.

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BOSTON, MASS.



### MICHELL'S

## Verbena Seed

### Mammoth Fancy Strain

Cannot be excelled for its free flowering qualities, large size and purity of colors.

	Tr. pkt.	Oz.
Mammoth Fancy Blue.....	\$0.30	\$1.25
Mammoth Fancy Pink.....	.30	1.25
Mammoth Fancy Scarlet.....	.30	1.25
Mammoth Fancy Striped.....	.30	1.25
Mammoth Fancy White.....	.30	1.25
Mammoth Fancy Mixed.....	.30	1.00

ASPARAGUS Plumosus Nanus  
(Northern Greenhouse Grown)1,000 seeds.. \$3.00 10,000 seeds.. \$25.00  
5,000 seeds.. 13.75 25,000 seeds.. 56.25

Also all other Seasonable Seeds and Supplies for the Florist. Send for Our Handy Flower Seed Order Sheet.

### HENRY F. MICHELL CO.

518 Market St., Philadelphia

## STUMPP & WALTER CO.

### Seeds and Bulbs

30-32 Barclay Street  
NEW YORK CITY

### FREESIA PURITY

New Crop Now on Hand.

NEW CROP PERENNIAL FLOWER SEEDS

JOSEPH BRECK &amp; SONS' CORP.

47-54 North Market St., Boston, Mass.

## GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF &amp; SONS

82 Day St., NEW YORK and ORANGE, CONN

FREESIA PURITY MAMMOTH, 3/4 inch and up.

SWEET PEAS, Winter Flowering Spencer, best varieties.

LILIUM GIGANTEUM, from cold storage, in cases of 350.

CYCLAMEN SEED, finest American grown, new varieties.

CINERARIA BEGONIA  
"NICE" STOCKS, ETC.

Send us a card stating kind and quantities wanted and will give you special prices.

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Through to 54 Park Place  
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## J. BOLGIANO & SON

Careful Seed Growers and Seed Distributors for One Hundred Years

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To Market Gardeners and Florists

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At your service to deliver Flowers  
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Reliable Service.

**GEORGE H. COOKE**

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Member of Florists' Telegraph Delivery

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Transfer Your Orders to

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Deliver orders from any part of the country to

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FLORIST**

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We Cover all Points in Maine

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Johnston Brothers**

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**38 Dorrance Street**

Member Florists' Telegraph Delivery

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OPPORTUNITY KNOCKING AT  
OUR DOORS.

For the first time in our history of  
flowers we face a situation such as  
we have never experienced before,  
that of a very unusual shortage of  
flowers plus the desire of the public to  
get the same regardless of price.  
Surely the growers are entitled to the  
money caused by this condition, as  
we know full well some of the trials  
and tribulations which they have been  
up against.

Now may we not lay claim to the  
fact that the florists have also under-  
gone some changes during the pres-  
ent year just ending; that of studying  
costs and economy which will mate-  
rially help us in the years to come?  
And probably this condition may be  
the cause for putting his house in  
order so that proper systems may aid  
for still better business. May we  
not feel that one of the suggestions  
that will help in this direction will be  
the promoting of funds for 1919 Pub-  
licity Campaign so that we may con-  
tinue the good work started.

If you are loyal to your craft the  
appeal will not go unheeded, and I  
feel, as I have always felt, that there  
never was a bunch more loyal than  
the florists generally. Here's your op-  
portunity to do greater good. Will  
you take it?

*Henry Penn*

Chairman National Publicity Cam-  
paign.

NEW FLOWER STORES.

Canton, O.—Wm. F. Raebel, Audito-  
rium.

Dayton, O.—Rolf Zetlitz, succeeding  
Miami Floral Co.

**WILSON**

Main Store  
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LYN and LONG ISLAND

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I GUARANTEE SATISFACTION

MEMBER F. T. D. A.

The GREAT WORLD WAR WON but we  
must still back up  
THE GOVERNMENT  
to our uttermost

BUY AND SELL WAR SAVING STAMPS

F. T. D. **DARDS** F. T. D.

Established 1874

341 Madison Avenue NEW YORK

**JOHN BREITMEYER'S  
SONS**

Cor. Broadway and Gratiot Aves.  
DETROIT, MICH.

**Artistic Designs . . .  
High Grade Cut Blooms**

We cover all Michigan points and good  
sections of Ohio, Indiana and Canada.  
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**GUDE BROS. CO.**  
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Member Florists Telegraph Delivery

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Cut Flower Establishment

C. C. TREPEL, Proprietor

Largest Retailer of Cut Flowers and  
Plants in the World

Orders from the Trade for Deliveries  
anywhere in the City carefully executed.

Lexington Ave. and 59th St., New York

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**ALBANY, N. Y.**  
FLOWER DELIVERIES FOR ALBANY  
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Members Florists' Telegraph Delivery

**G. E. M. STUMPP**

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**42 West 28 Street  
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NO ORDERS ACCEPTED FOR LESS  
THAN \$5.00

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**THOS. F. GALVIN**  
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**NEW YORK** 561 Fifth Ave.  
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**BOSTON** 1 Park Street  
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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
and State of Ohio  
Complete Stock. Regular discount to Trade.  
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**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
**A. GRAHAM & SON**  
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Will take good care of your orders  
*Members of F. T. D. Association.*

**Retail Deliveries**  
to central Hudson River points, on  
Telegraphic Order.  
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FISHKILL, N. Y.

**S. A. ANDERSON**  
440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
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**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND, Nahant, Mass.**

Christmas Flowers  
by Telegraph  
**HENRY R. COMLEY**  
*Florist*

6 Park Street, Boston, Mass.  
Telephones, Haymarket 64 and 96  
Public Phone, Haymarket 72854

**PHILADELPHIA**  
**CHAS. H. GRAKELOW F. T. D.**  
*Everything in Flowers*  
Broad Street at Cumberland

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**FLORISTS**  
Telephones 1501 and L 1532  
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**OMAHA, NEB.**

Quality and Reliability  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.

**WORCESTER, MASS.**  
Randall's Flower Shop  
HARRY I. RANDALL, Proprietor.  
Member Florists' Telegraph Delivery

**H. F. A. LANGE**  
**WORCESTER, MASS.**  
Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
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**EAST ORANGE, N. J.**  
**SMITH, The Florist**  
We deliver by automobile in East, West  
and South Orange, also Glen Ridge, Mont-  
clair, Bloomfield, Newark and New York.

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**FRED C. WEBER**  
4326-28 Olive St.

Member Florists' Telegraph Delivery Association  
NOTICE INITIALS. We have one store only

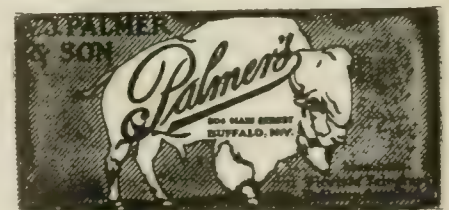
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The Far-Famed Flowers of  
**TORONTO**  
Delivered on mail or telegraph order for  
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**JOHN H. DUNLOP**  
8-10 West Adelaide St. - TORONTO, ONT

**Efficient Delivery  
Service**  
ALL BOSTON SUBURBS  
**JOHN McKENZIE**  
1927 Mass. Ave., CAMBRIDGE, MASS.

**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.  
**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.

**The Park Floral Co.**  
B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.  
Member Florists' Telegraph Delivery  
**DENVER, COLORADO**





## Philip F. Kessler

### Offers to the Trade for Christmas

A splendid cut of Single Chrysanthemum Mrs. Godfrey in three colors, Light Pink, Wine and Bronze.

Nothing in the market to compare with them. Also Carnations, Callas, Stevia, Myosotis, Calendulas, Snapdragon, Smilax. Headquarters for Domestic Grown Asparagus.

**Philip F. Kessler**  
55-57 W. 26 Street - - - New York City

For the Best  
**CUT FLOWERS, EVERGREENS  
and SUPPLIES**  
Send to  
**HENRY M. ROBINSON & CO.,** 2 Winthrop Square  
32 Otis Street  
**BOSTON, MASS.**

#### CHRISTMAS, 1918.

If slighter fare our tables here afford,  
And fewer guests our homely joys  
enhance,

Where millions press we spread a  
grander board,

This year we hold our Christmas  
feast in France.

We shall be host to Nations!—all who  
strive

For deathless right, the greatest and  
the least

Who give their best that Freedom  
shall survive.

This year we hold a nobler Christ-  
mas feast.

ARTHUR GUTTERMAN.

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**Ed. Sceery**  
**Paterson and Passaic, N. J.**  
**New Jersey's Representative of the**  
**Florists' Telegraph Delivery**

When writing to Advertisers kindly mention Horticulture

FOR  
**KANSAS CITY**

And Points in Missouri  
and Westward

Orders for Holiday Delivery or at Any Other  
Time Carefully Executed



**Samuel Murray**

1017 Grand Ave., Kansas City, Mo.

The Leading Flower Emporium of the West  
MEMBER OF THE FLORISTS' TELEGRAPH DELIVERY



## For CHRISTMAS

We will have in quantity a large supply of

## GOOD BEAUTIES

Let us Supply you

## THE LEO NIESSEN CO.

1201 Race Street, PHILADELPHIA, PA.

## TRY

## Horticulture's Advertisers

## FIRST

Before Looking Elsewhere

Tell Them You Did So And They'll Reciprocate

## EDWARD REID

### WHOLESALE FLORIST

1619 - 21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

## CHARLES E. MEEHAN

Wholesale Cut Flowers  
Plants, Greens, etc.

5 So. Mole St., PHILADELPHIA, PA.

## GEORGE B. HART

WHOLESALE FLORIST

24 Stone St., Rochester, N. Y.

## E. G. HILL CO.

Wholesale Florists

RIEHOOND, IND.

Please mention Horticulture when writing.

## MICHIGAN CUT FLOWER EXCHANGE, Inc.

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 RANDOLPH ST., DETROIT, MICH.

The House for Quality and Service

## ZECH & MANN

We are Wholesale Florists Doing  
a Strictly Wholesale Business

30 East Randolph Street, CHICAGO

IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.

For Safety Place Your Orders With Us

## HENRY M. ROBINSON & CO.

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Dec. 12		ST. LOUIS Dec. 9		PHILA. Dec. 9	
Roses						
Am Beauty, Special	60.00	to 75.00	60.00	to 80.00	50.00	to 60.00
" " Fancy and Extra	35.00	to 50.00	30.00	to 50.00	30.00	to 40.00
" " No. 1 and culls	8.00	to 25.00	12.00	to 20.00	20.00	to 25.00
Russell	16.00	to 25.00	15.00	to 40.00	15.00	to 30.00
Hadley	10.00	to 25.00	5.00	to 25.00	8.00	to 25.00
Mock Key	10.00	to 20.00	5.00	to 25.00	10.00	to 15.00
Arenberg, Hoosier Beauty	10.00	to 20.00	5.00	to 10.00	8.00	to 20.00
Ward, Hillingdon	10.00	to 20.00	4.00	to 15.00	8.00	to 15.00
Killarney, Key, Taft	10.00	to 20.00	10.00	to 20.00	8.00	to 15.00
Ophelia, Sunburst	10.00	to 20.00	10.00	to 25.00	8.00	to 20.00
Carnations	8.00	to 10.00	12.50	to 17.50	8.00	to 10.00
Cattleyas	50.00	to 75.00	100.00	to 125.00	50.00	to 75.00
Lilies, Longiflorum	20.00	to 25.00	20.00	to 25.00	20.00	to 25.00
Lilies, Speciosum	8.00	to 15.00	.....	to .....	.....	to .....
Lily of the Valley	6.00	to 8.00	.....	to 8.00	.....	to .....
Snopdragon	.....	to .....	4.00	to 6.00	.....	to .....
Violets	1.50	to 2.00	3.00	to 2.50	1.00	to 2.00
Dahlias	.....	to .....	.....	to .....	.....	to .....
Calendula	1.00	to 2.00	3.00	to 5.00	4.00	to 5.00
Chrysanthemums	25.00	to 35.00	15.00	to 50.00	10.00	to 30.00
Gardenias	.....	to .....	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	.....	to 1.25	.....	to 1.00
Smilax	.....	to 25.00	20.00	to 25.00	.....	to 25.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	35.00	to 100.00	.....	to 50.00

# J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

Wholesale Growers of Cut Flowers

## ROSES, CARNATIONS

AND ALL OTHER SEASONABLE STOCK

Shipping orders have most careful attention always

## WILLIAM F. KASTING Co.

Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.

## CUT FLOWER BOXES

EDWARDS FOLDING BOX CO

MANUFACTURERS

PHILADELPHIA, PA.

# CHRISTMAS FLOWERS

The present outlook for the HOLIDAY SEASON, is, that they will be scarce, as there is not enough production to take care of the demand, therefore we are unable to quote prices for the Holiday trade.

We believe there will be a greater demand than ever in the history of the Florist business for Christmas trade and that a great many Florists will find it difficult to procure the flowers they wish. We have made arrangements, however, with the best of growers throughout New England for their entire output for Christmas and New Year and by placing your order with us we can assure you of the best grown flowers in New England at the lowest prevailing market prices obtainable. If you have not previously bought of us, try us and be convinced of QUALITY, SERVICE and PRICE, unsurpassed by none.

You can readily realize the situation, with market prices today such as roses from \$12 to \$25 per 100 and carnations from \$10 to \$12 with all other flowers high in proportion.

## B. A. SNYDER CO., 23-25 Otis Street BOSTON, MASS.

Telephones Fort Hill 1083-1084-1085

### Flower Market Reports

**BOSTON** This market, in common with other flower growing centers is suffering from a veritable famine of flowers. It is impossible to meet even the restricted demand of the period ahead of the holidays and high wholesale values seem not to prevent urgent pressure from all directions. We have never before seen the market tables so utterly bare of stock of any kind. Chrysanthemums are still seen here and there, but they are practically finished and there is nothing to fill their place. It is a most exceptional situation and there is no indication of improvement in the near future.

### WHOLESALE FLOWER MARKETS — TRADE PRICES—Per 100 TO DEALERS ONLY

	CINCINNATI Dec. 9		CHICAGO Dec. 9		BUFFALO Dec. 9		PITTSBURG Dec. 9	
<b>Roses</b>								
Am. Beauty, Special.....	50.00	to 75.00	60.00	to 75.00	60.00	to 75.00	50.00	to 70.00
" " Fancy and Extra.....	50.00	to 75.00	25.00	to 50.00	40.00	to 50.00	30.00	to 40.00
" " No. 1 and culls.....	10.00	to 35.00	8.00	to 20.00	8.00	to 15.00	6.00	to 25.00
Russell.....	15.00	to 35.00	8.00	to 35.00	8.00	to 20.00	10.00	to 20.00
Hadley.....	15.00	to 35.00	4.00	to 15.00	6.00	to 15.00	.....	to .....
Euler, Mock.....	15.00	to 35.00	15.00	to 20.00	8.00	to 15.00	10.00	to 20.00
Arenberg, Hoosier Beauty.....	12.00	to 30.00	6.00	to 25.00	6.00	to 10.00	.....	to .....
Ward, Hillingdon.....	12.00	to 30.00	6.00	to 12.00	6.00	to 8.00	6.00	to 15.00
Killarney, Key, Taft.....	10.00	to 20.00	6.00	to 15.00	6.00	to 15.00	8.00	to 15.00
Ophelia, Sunburst.....	12.00	to 35.00	6.00	to 15.00	6.00	to 15.00	8.00	to 20.00
<b>Carnations</b>	.....	to 10.00	5.00	to 8.00	4.00	to 8.00	6.00	to 8.00
Cattleyas.....	75.00	to 100.00	75.00	to 100.00	60.00	to 75.00	.....	to 75.00
Lilies, Longiflorum.....	.....	to 20.00	12.00	to 15.00	15.00	to 20.00	20.00	to 25.00
Lilies, Speciosum.....	.....	to .....	.....	to .....	6.00	to 8.00	.....	to .....
Lily of the Valley.....	6.00	to 8.00	8.00	to 10.00	8.00	to 10.00	.....	to .....
Snopdragon.....	15.00	to 20.00	.....	to .....	6.00	to 10.00	4.00	to 8.00
Violets.....	.....	to 1.50	1.00	to 1.50	1.50	to 2.00	.75	to 1.50
Dahlias.....	.....	to .....	.....	to .....	.....	to .....	.....	to .....
Calendula.....	4.00	to 5.00	3.00	to 8.00	3.00	to 5.00	4.00	to 6.00
Chrysanthemums.....	25.00	to 50.00	20.00	to 50.00	10.00	to 40.00	25.00	to 50.00
Gardenias.....	.....	to .....	.....	to 25.00	15.00	to 25.00	.....	to .....
Adiantum.....	.....	to 1.00	1.00	to 1.50	1.00	to 2.00	1.50	to 2.00
Smilax.....	.....	to 20.00	20.00	to 25.00	.....	to 20.00	.....	to 20.00
Asparagus Pln. & Spre. (100 Bhs.)	25.00	to 75.00	50.00	to 75.00	35.00	to 50.00	40.00	to 60.00

**CLEVELAND** The period of pronounced stock scarcity predicted in the market reports of the past month is now upon us, with conditions aggravated by the prevalence of dark weather during the week ending December 7. Prices are firm and the market cleans up early in the day. December business thus far is excellent, the higher prices serving to offset the curtailment in the volume of trade caused by the limited supply of

stock. There is much call for dwarf boxwood and only small quantities are arriving from the south. Adiantum is completely exhausted and Mexican ivy is being largely employed in its stead. There is much activity in holiday supplies and indications point to a more liberal use of artificial stock than ever before in the Christmas trade. Lily of the valley is of very poor quality. Cattleyas, oncidiums and cypripediums are to be had in abundance.

(Continued on page 595)

There is a serious shortage of flowers in the Chicago market. Never have the counters been so bare in early December and so far as any one can see there is no immediate prospect of a change. A few choice chrysanthemums are left and they are selling today at the very unusual price of ten dollars per dozen wholesale. Other flowers are scarce and carnations and roses are not anywhere equal to demand, the few flowers coming in being quickly bought up.



**H. E. FROMENT**

Wholesale Commission Florist  
Choice Cut Flowers

New Address, 145 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

**WM. P. FORD**

Wholesale Florist

107 W. 28th Street, NEW YORK

Telephone 5335, Farragut.

Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**

WHOLESALE FLORISTS

53 WEST 28th STREET NEW YORK CITY

Consignments Solicited

Phone Farragut 4386

**WALTER F. SHERIDAN**

Wholesale Commission Dealer in

CHOICE CUT FLOWERS

133 West 28th Street, New York

Telephone 2635-2636 Madison Square

**RIEDEL & MEYER, Inc.**

Wholesale Commission

READY FOR BUSINESS

49 WEST 28th ST. NEW YORK.

**GEO. C. SIEBRECHT**

WHOLESALE FLORIST

109 WEST 28th ST

CONSIGNMENTS SOLICITED

PHONE { 608 } FARRAGUT NEW YORK  
609

**THE KERVAN CO**

Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies  
119 W. 28th St., - NEW YORK

**WILLIAM H. KUEBLER**

Brooklyn's Foremost and Best

WHOLESALE COMMISSION HOUSE

\* First Class Market for all CUT FLOWERS

Willoughby St. Brooklyn, N. Y.

**M. C. FORD**

121 West 28th St., NEW YORK

FINE ROSES, FANCY CARNATIONS

A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

**P. J. SMITH**

WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
LARGEST GROWERS

A full line of Choice Cut Flower Stock for all purposes.

TELEPHONE { 2181 } FARRAGUT 131 West 28th St., NEW YORK CITY  
3089

Business Here Is Always Good

I NEED MORE FLOWERS. Send your stock here and get  
Top Market Prices

**HERMAN WEISS,** 130 West 28th Street  
New York  
AGENT FOR CABILLO'S CATTLEYS

**HENRY M. ROBINSON CO. OF NEW YORK**

WHOLESALE FLORISTS

55-57 West 26th Street

Telephones, 12-8510 Madison Square

MAURICE L. GLASS, Treasurer

Consignments Solicited

**NEW YORK QUOTATIONS PER 100. To Dealers Only**

ROSES AND CARNATIONS	Last Part of Week ending Dec. 7 1918		First Part of Week beginning Dec. 9 1918	
American Beauty, Special	35.00	to 60.00	50.00	to 75.00
" " Fancy and Extra	20.00	to 30.00	35.00	to 50.00
" " No. 1 and culls	3.00	to 15.00	10.00	to 25.00
Russell	4.00	to 25.00	8.00	to 25.00
Hadley	4.00	to 40.00	8.00	to 40.00
Euler, Mock, Key	3.00	to 30.00	8.00	to 25.00
Arenberg, Hoosier Beauty	3.00	to 10.00	6.00	to 10.00
Ward, Hillingdon	3.00	to 10.00	6.00	to 15.00
Killarney, Taft	3.00	to 10.00	6.00	to 15.00
Ophelia, Sunburst	3.00	to 15.00	.....	to 20.00
Carnations	4.00	to 8.00	4.00	to 12.00

**WE WANT MORE SHIPPERS**

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to

**UNITED CUT FLOWER CO. Inc.**

111 W. 28th St., NEW YORK

D. J. Pappas, Pres.

**REED & KELLER**

122 West 25th St., New York

Florists' Supplies

We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**Boston Floral Supply Co.**

347-357 Cambridge St., Boston

Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not received one.

**WILLIAM MACKIE**

WHOLESALE FLORIST

105 West 28th Street, NEW YORK

Consignments Solicited

TELEPHONE: FARRAGUT 750

**ROBERT DYSART**

CERTIFIED PUBLIC ACCOUNTANT

Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . BOSTON  
Telephone Main 55

When writing Advertisers kindly mention Horticulture



## CHOICE CUT FLOWERS AT WHOLESALE

OPHELIA  
SUNBURST  
SHAWYER  
STANLEYWARD  
WHITE KILLARNEY  
PINK KILLARNEY  
MARYLAND  
KILLARNEY BRILLIANT

ROSES

COLUMBIA  
PRIMA DONNA  
RUSSELL  
MOCK  
HADLEY  
HOOSIER  
PINK HOOSIER  
YELLOW OPHELIA  
OPHELIA SUPREME

VIOLETS, GREENS—ALL SEASONABLE FLOWERS

H. E. FROMENT

148 West 28 Street, New York.

Phones Farragut 300, 301

## Flower Market Reports

(Continued from page 593)

There is a strong call for well grown plants, and the holiday supply is being seriously depleted.

CINCINNATI market is becoming more acute from day to day. Prices are very high, but that does not deter the efforts of the buyers to get all the stock on which they can place their hands. Roses are in fair supply, but many more would sell if they were available. Carnations are far short of the actual demand for them. Lilies and callas are snapped up readily. A limited number of chrysanthemums move as soon as unpacked in the wholesale houses. Violets, lily of the valley and orchids meet with a ready sale. Poinsettias are coming in, also snapdragon, sweet peas, forget-me-not, baby primrose and wall flowers. Galax is meeting with a big demand.

The famine in flower supply continues unabated, and is indeed intensified, by the elimination of the chrysanthemum. The receipts in all grades of stock are inadequate for the call, which is not overlarge locally but is insistent from more or less remote centers that are feeling the pinch and are becoming very uneasy as to where their supply for the holidays is to come from. Prices have further stiffened up from the abnormally high level of last week and nobody can predict how far they will go. It has been the custom in past seasons when flower values have advanced before Christmas to push plants as a substitute but indications are many that flowering plants are also in very scanty supply and, in fact, growers are already cleared out of stock. Enormous stocks of dried and artificial material have been laid in by stores of the medium and ordinary type and an unprecedented run on this sort of goods is looked for. How far the high cost of

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
ROSES! I WANT ROSES!

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

NEW YORK

TELEPHONES  
Farragut 167 and 3063

## NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Dec. 7 1918		First Part of Week beginning Dec. 9 1918	
Cattleyas.....	30.00	to 75.00	50.00	to 100.00
Lilies, Longiflorum.....	10.00	to 12.00	10.00	to 20.00
Lilies, Speciosum.....	5.00	to 10.00	5.00	to 10.00
Lily of the Valley.....	4.00	to 8.00	4.00	to 8.00
Snapdragon.....	3.00	to 6.00	4.00	to 10.00
Violets.....	.50	to 1.50	1.00	to 2.00
Dahlias.....	.....	.....	.....	.....
Calendula.....	1.00	to 2.00	2.00	to 4.00
Chrysanthemums.....	10.00	to 35.00	10.00	to 50.00
Gardenias.....	20.00	to 35.00	20.00	to 75.00
Adiantum.....	.75	to 1.00	.75	to 1.00
Smilax.....	10.00	to 16.00	12.00	to 16.00
Asparagus Plumosus, & Spreng (100 bunches).....	15.00	to 20.00	15.00	to 20.00

fresh flowers will act as a retarding influence on their sale is not yet apparent but there does not seem to be any doubt that takers will be found this year for them all, nevertheless.

Expert salesmen  
PHILADELPHIA are rather at a discount around

here at present. The goods sell themselves. Any old has-been can be a salesman these days. Everything on the scarce side. In the rose market American Beauty and Mrs. Russell hold their own in good shape. Splendid quality and moving off well at high figures. Orchids are also well in evidence, especially some fine lots of cypripediums. Lilies have gone up again and are now along about their record of two months ago. Calendula and mignonette are both fine. We seldom see mignonette so good at so early a date.

ROCHESTER, N. Y.

The market has been somewhat poor but flowers of all kinds are very scarce. Roses are the main stay at this time and these are not in heavy supply. Violets are scarce. Lilies are in fair supply. The call for Christmas supplies has been good and has included large quantities of artificial stuff, boxwood and laurel roping.

(Continued on page 597)

## HENTZ &amp; NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street

Telephone No. 755 NEW YORK  
FarragutH. BAYERSDORFER & CO.  
Manufacturers and Importers

1129 Arch St., PHILADELPHIA, PA.

THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

QUALITY QUANTITY

## CHARLES MILLANG

Wholesale Florist

55-57 West 26th St., NEW YORK

ATTENTION VARIETY

## Wired Toothpicks

Manufactured by

W. J. COWEE, Berlin, N. Y.

10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.



## Local and General News

### NEW YORK.

Charles Millang has been on the sick list and is still unable to attend to business.

W. H. Long, the veteran florist, observed his seventy-fifth birthday anniversary last Friday, December 6.

The Wholesale Protective Association held its meeting on Friday, Dec. 6, and re-elected all the old officers.

Fire in the greenhouse of Col. Trexter at Setronia, on Friday, Dec. 6, destroyed about half the structure and ruined the contents.

Lieut. Gilmore D. Clarke, son of Gilmore Clarke, of David Clarke's Sons, New York, who is with the Army of Occupation, has been promoted to a captaincy.

We call attention to the announcement in another column of the new firm of Muller & Sealey, which has been established with headquarters in New York. These gentlemen, after eight and ten years' efficient service with the Julius Roehrs Company, have severed their connection with that house, but in an amicable way, and will now act as growers' agents, including the Roehrs agency, but in a retail way only, and not touching the wholesale trade. Both gentlemen composing the firm have a wide acquaintance and repute among gardeners and owners of private estates and have a bright future in prospect.

C. C. Trepel has given another demonstration of his far seeing enterprise in the new quarters just erected and now opened in connection with the Bloomingdale establishment on Lexington avenue at 59th street. The addition is an entirely new and spacious structure, two stories in open height of store with span roof light overhead, and the equipment of furniture, mirrors, etc., is rich and up-to-date. The addition of Ed. Warendorff as manager of the flower and plant department is a good augury and when entirely completed and put in order the store will, under his direction, take its place as one of the most elegant and artistic establishments in the city.

### ROCHESTER, N. Y.

Mrs. Smith has entered the employment of Rochester Floral Company.

Mrs. Anna Meals has been under the doctor's care for two months in Cleveland.

Charles Ward, Peter Mitzki and Ernest Steel of J. B. Keller Sons are all on the sick list.

Morrisville, N. Y.—T. H. Townsend, formerly in charge of the greenhouses of Forrest F. Dryden, on his country estate at Bernardsville, N. J., has accepted the position as horticulturist at the State School of Agriculture at Morrisville, N. Y. Mr. Townsend teaches all the Horticulture courses and has charge of greenhouses, orchards and vegetable gardens.

## Why

*Ginn The Florist?*  
Park St., Boston

## Because Satisfaction In Guaranteed!

### Usual Trade Discount.

### CINCINNATI.

C. E. Critchell has been confined to his house with a mild attack of influenza.

Edward Ellison, one of the pioneer florists of this city, passed away the first of this month. He had greenhouses in Clifton for many years.

Lawrence Kresken was returned a victor in the recent election of the Young Men's Blaine Club, having been elected a director of that organization.

The Paradise Floral Shop has opened a retail store at No. 5 Seventh street. The proprietors are Mike Hanks, who was with Julius Baer for a long time, and Harry O. Roth.

H. W. Sheppard bought the Hill Floral Co. store in this city and took possession on Monday of this week. He is conducting the business under the name of H. W. Sheppard, successor to the Hill Floral Co.

### CHICAGO.

Mrs. Chas. W. McKellar, who was seriously ill with influenza, is still confined to the house, but her friends are glad to know that she is regaining her health.

The wheels are again moving, slowly and not at all in the old-time way, at the Foley Greenhouse manufacturing plant, but it indicates that the war is in the past and business is picking up. James Foley and Philip, Jr., are both in the service, and while they were not called upon to leave this country, they are missed and will be welcomed back when the release comes. Both are members of the company and Philip is further equipped for a business life by a knowledge of law, having graduated from the Kent Law School in Chicago the same week that he enlisted.

Southampton, N. Y.—Forest Sawyer has secured employment with G. E. M. Stumpp, in New York, and he and Mrs. Sawyer are now in the city for the winter.

### WASHINGTON, D. C.

Harry T. Payne has moved from 1303 F street to 1224 F street. He operates The Flower Shop.

Sergeant Sam Everett, Q. M. C., has been in command of the Dupont Flower Shop during the illness of Elmer C. Mayberry. Mr. Everett secured a furlough in order to be able to keep the store open.

R. Lloyd Jenkins, former president of the Florists' Club of Washington, D. C., has just learned that his brother Clifford, also a member of the club, has been commissioned a second lieutenant. The latter is in France, as is another brother, Henry T. Jenkins. Upon their arrival separately on the other side they were ordered to a training camp and here they met again for the first time in nine months. Whether or not Henry also received a commission is not known, as nothing has been heard from him since October 16.

Damage to the extent of about \$3,500 occurred last week from fire in the boiler room of D. G. Grillbortzer, Alexandria, Va. Boiler room, offices and workshop were destroyed and five houses were more or less damaged. To save the place from a complete freeze-out, Mr. Grillbortzer ran temporary piping from the Loose range of greenhouses, which he also operates, fortunately located just across the street from his other property. Mr. Grillbortzer carried no insurance. Later in the week his house was threatened when children set fire to a shed on the premises.

Westerly, R. I.—Conrad Schultz announces the removal of his flower shop from the Rhode Island block to the Welch Block in the store recently occupied by Ward Sherman.



## Visitors' Register

Lenox, Mass.—A. T. Boddington, New York.

Rochester, N. Y.—Charles Selton, Buffalo.

Boston—W. E. Day, Syracuse, N. Y.; Conrad Schultz, Westerly, R. I.

Cincinnati, O.—Eric Buchholz, of Miller's Greenhouses, Muncie, Ind.

New York—Z. D. Blackstone, Washington, D. C.; J. D. Eisele, Riverton, N. J.; F. J. Dolansky and Mr. McDonald, Boston; B. Hammond Tracy, Wenham, Mass.; T. J. Nolan, Scranton, Pa.; Wm. Pfaltzgraff, York, Pa.

Chicago—S. W. Coggan, Battle Creek, Mich.; C. W. Siebrecht, Winona, Minn.; Warren G. Matthews, Dayton, O.; H. M. Burt, Jackson, Mich.; Wm. J. Hembreiker, Springfield, Ill.; Sam. Graff, Columbus, O.; A. J. Stahelin, Redford, Mich.; Sam. Seligman, New York.

Philadelphia—H. L. Holmes, Harrisburg, Pa.; Charles F. Feast, Baltimore, Md.; Fred C. Leaply and wife, Washington, D. C.; John L. Ratcliffe, Richmond, Va.; George C. Schaeffer and Mr. Marche, Washington, D. C.; Mr. Rowe of Mann & Brown, Richmond, Va.; Chas. Gindra, Reading, Pa.; John L. Bernstein, Lebanon, Pa.; George W. Hess, Washington, D. C.; John F. Horn, Allentown, Pa.; Chas. Vorkeller, South Bethlehem, Pa.; D. Carmichael, J. M. McCullough Sons, Cincinnati, O.; Antoine Leuthy, Roslindale, Mass.

### ST. LOUIS, MO.

The St. Louis Florist Club meeting advertised for the 12th has been postponed owing to the rule against social gatherings through the epidemic.

St. Louis Seed Co. is now showing a fine display of Christmas novelties. Their green and holly are always in demand because of their high grade.

The country growers met at 11 Mile House, Wednesday evening, Dec. 4th. Owing to the influenza, attendance was light. Market conditions were fully discussed.

Charles Wors, Jr., has written his father under date of Nov. 30th from Camp Kearney, California, that he expects his discharge this coming week, and hopes to spend Christmas with his wife and family.

C. Cicoski, the Cass avenue florist who had intended to open up a store on Franklin avenue, decided at the last moment on a store on Cass avenue, where he will get back his old customers, he having closed up on being called in the draft.

## Flower Market Reports

(Continued from page 593)

**ST. LOUIS** The market the past week has seen conditions that have never been known by florists here for the last 30 years. The call for funeral work has been unprecedented. Flowers of all kinds are seized by the retailers even at seemingly prohibitive prices and many have been compelled, partially or totally, to turn to the use of artificial flowers. Carnations are quoted at \$15 per 100 and roses from 8 to 40 cents; lilies at \$3 a dozen. Greens of all kinds are in demand at advanced prices.

**WASHINGTON** Business is good but there is a great shortage of stock of all kinds. Prices are high but the florists' customers realizing what the growers and retailers have been up against during the last year, pay without undue comment. Still greater shortage of stock is predicted for Christmas. Chrysanthemums will largely be off the market. Such roses as are available are exceptionally good.

### OBITUARY.

William P. Johnson.

William Pitt Johnson, aged 62, died Monday, Dec. 9, at his home, in Hyde Park, Mass., following a week's illness. He was born in Springfield, O., and had been a resident of Hyde Park for 10 years. He was for 11 years the eastern manager of a Chicago seed company, with which he had been associated for 30 years. He leaves a wife, a brother and a sister.

Harry E. Guerinot.

Death claims a well-known Rochester, N. Y. florist who was formerly employed at Geo. F. Boucher's, Harry E. Guerinot son of Mr. and Mrs. Jacob L. Guerinot, aged 27, at Pittsburgh, Pa. Besides his parents he is survived by two brothers. He was a former member of the Second Ambulance Co. The remains were brought to the home of his brother Dr. G. W. Guerinot of Rochester and interment was at Holy Sepulchre Cemetery.

A. F. Tracy.

Austin F. Tracy, father of B. Hammond Tracy of Cedar Acres, Wenham, Mass., died December 4th, after an illness of four weeks. Mr. Tracy was born in Michigan, where he lived until about twenty years ago, when he came to Massachusetts to live with his sons. In the West, he maintained a large dairy farm, well stocked with Jersey cattle, and high bred horses. When it was the custom to offer prizes at State Fairs, for the best kept farm, Mr. Tracy was often the winner. During his life at Cedar Acres, he was greatly interested in the Gladiolus, and his perfectly kept vegetable garden was of as much interest to visitors as the gladiolus fields. Although almost eighty-three years old, he has always been in the best of health, this being his first illness since boyhood. He leaves two sons.

## CHRISTMAS SPECIALS

### JAPANESE FRIEZE

The best quality and true Xmas red. Not the pink tint generally offered. In balls of 60 yards, per doz. balls .....\$12.00

### FRENCH IMMORTELLS

Very best quality. We have a limited quantity in all colors. The true Christmas red.

### VELVET POINSETTIAS

	Per Doz.	Gross
No. 1—Small size.....	\$0.60	\$6.50
No. 2—Medium size....	.85	9.00
No. 3—Large size.....	1.15	13.00

Numbers 2 and 3 come with foliage and the small size without.

### MAGNOLIA LEAVES

Bronze and green (prepared). The best quality.  
Per carton .....\$2.00  
Per 100 lb. case.....24.00

### PINE CONES

Excellent for trimming wreaths, baskets, etc. This season we have arranged to offer them on branches, the stem of which is about 5 inches in length.  
Per 100.....\$2.50 Per 1,000....\$20.00

### FIBRE RIBBON

1 inch, per piece.....\$2.00  
2 inch, per piece.....3.75  
50 yards to piece.

### RED RIBBON

We offer a large assortment of Xmas red ribbons in all widths and many qualities. Will be pleased to have your order.

### SPECIAL RIBBON

For tying small baskets, wreaths, and trimming plants. Our pattern 42, No. 7 width messaline quality is unexcelled.

Colors: { Red, Pink, Nile Blue,  
Moss, Yellow, Lavender,  
Violet and Delf Blue.  
Price, per piece of 50 yards.....\$2.65  
Excellent Value

### CREPE PAPER

Red, foliage green, pink, blue, violet.  
Per dozen rolls .....\$4.75  
Per 100 rolls .....35.00

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK.....117 W. 28th St.  
PHILADELPHIA, 1608-1620 Ludlow St.  
BALTIMORE, Franklin & St. Paul Sts.  
WASHINGTON.....1216 H St., N. W.

### REDUCED INSECTICIDE PRICES.

Chemical advice has been given by the United States Department of Agriculture to the Food Administration, and much valuable data have been supplied to it relative to manufacturers engaged in making certain types of insecticides and the importance or nonimportance of various insecticidal materials. A representative of the Insecticide and Fungicide Board has attended several conferences between the Food Administration and manufacturers and has been able to supply data of value. As a result of the activities of the Food Administration, assisted by the Department, the price of arsenic asked by the producer has been reduced from 12 to 16 cents to 9 cents for carload lots and 9½ cents for shipments less than a carload. This presumably will lead to a reduction in the price of Paris green, lead arsenate, and other arsenical insecticides to the consumer.



Cambridge

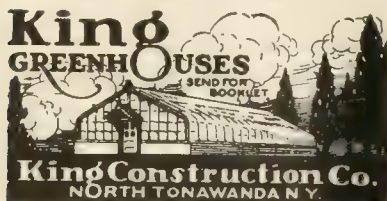
New York



WORLD'S OLDEST and LARGEST  
Manufacturers of ALL STYLES and  
SIZES of

FLOWER POTS

A. H. HEWS & CO., INC.  
Cambridge, Mass.



NEW YORK, 10 E. 43rd Street.  
BOSTON, 115 State Street.  
SCRANTON, 307 Irving Avenue.

## DREER'S

FLORIST SPECIALTIES  
New Brand New Style  
'RIVERTON' HOSE

Furnished in lengths up  
to 500 ft. without seam or  
joint.

The HOSE for the FLORIST  
1/2-inch, per ft., 19 c.  
Reel of 500 ft. " 18 1/2 c.  
3 Reels, 1000 ft. " 18 c.  
1/2-inch, " 16 c.  
Reels, 500 ft., " 15 1/2 c.  
Couplings furnished with-  
out charge

HENRY A. DREER  
714-716 Chestnut St.,  
PHILADELPHIA, PA.



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and Copyrights

Difficult and rejected cases spe-  
cially solicited. No misleading in-  
ducements made to secure business.  
Over 30 years' active practice. Ex-  
perienced personal, conscientious  
service. Write for terms.  
Address

SIGGERS &amp; SIGGERS

PATENT LAWYERS

Box 9, National Union Building  
Washington, D. C.

## Little Ads. That Bring Big Returns

Little Ads. in our Classified Buyers' Direc-  
tory bring big returns to both advertiser  
Anything wanted by florists, gardeners,  
park and cemetery superintendents, etc.,  
can be sold through this medium.

Don't fail to read over these Ads. in each  
issue and you may find one or more that  
will prove profitable to you.

WE HAVE IN STOCK AND MUST DISPOSE OF

# THOUSANDS of HOT BED SASH

Stock Sizes 1 3-8 and 1 3-4 thick

VICK OF ROCHESTER, N. Y., has bought many  
hundreds of them and likes them

Freight equalized to eastern points.

Write for Our Special Inducement Prices

IT WILL  
PAY YOU

Guaranteed free of all defects—blind mortised, white leaded  
joints—best made in United States.

The Foley Greenhouse Mfg. Co., 3275 W. 31st St.  
CHICAGO

## CLASSIFIED DIRECTORY

Advertisements in this Department, Ten Cents a Line, Net

## ASPARAGUS

Asparagus plumosus seedlings, extra  
strong, \$1.00 per 100 \$6.00 per 100.  
A. M. CAMPBELL, 1510 Samson Street,  
Philadelphia.

## BULBS

C. KEUR & SONS, HILLEGOM, Holland.  
Bulbs of all descriptions. Write for prices.  
NEW YORK BRANCH, 8-10 Bridge St.

## CARNATION STAPLES

Split carnations quickly, easily and  
cheaply mended. Pillsbury's Carnation  
Staple, 1000 for 35c.; 3000 for \$1.00 post-  
paid. I. L. PILLSBURY, Galesburg, Ill.

## DAISIES

Daisies, Bellis, Monstrosa, pink or white,  
also Longfellow and Snowball, fine strong  
plants, \$2.50 per 1000. \$6.75 per 3000, cash.  
BRILL CELERY GARDENS, Kalamazoo,  
Mich.

## DAHLIAS

Peony Dahlia Mrs. Frederick Grinnell.  
\$10.00 per clump. Cash with order.  
JOHN P. ROONEY, New Bedford, Mass.

New Peony Dahlia—John Wanamaker,  
Newest, Handsomest, Best. New color, new  
form and new habit of growth. Big stock  
of best cut-flower varieties. Send list of  
wants to PEACOCK DAHLIA FARMS,  
Berlin, N. J.

## GLASS.

6 by 8, 8 by 10, 10 by 12 or 10 by 14 at  
\$4.50 per box of 50 square feet. C. N. ROB-  
INSON & BRO., Dept. 29, Baltimore, Md.

Greenhouse glass, lowest prices. JOHN-  
STON GLASS CO., Hartford City, Ind.

## GREENHOUSE SASH

Standard Hot Bed Sash, Cypress, made  
with cross-bar, blind tenons, white leaded  
in joints, \$1.50 each. Orders for 25 or more,  
\$1.45 each. Glass 6 by 8, 8 by 10, 10 by 12  
or 10 by 14 at \$4.50 per box of 50 square  
feet. Write for circular. C. N. ROBINSON  
& BRO., Dept. 29, Baltimore, Md.

## ORCHIDS

HASSALL & CO., Orchid Growers and  
Raisers, Southgate, London, England. Catt-  
leyas and Laelio-Cattleyas our specialty.  
One trial order solicited.

## PEONIES

Peonies. The world's greatest collection,  
1200 sorts. Send for list. C. BETSCHER,  
Canal Dover, O.

## SPHAGNUM MOSS

Live Sphagnum moss, orchid peat and  
orchid baskets always on hand. LAGER  
& HURRELL, Summit, N. J.

## SWEET PEAS

Just Arrived, crop 1918 winter flowering  
SWEET PEAS, New Zealand grown, the  
large flowering waved or Spencer type. We  
have been very fortunate to secure the en-  
tire crop of one of the best growers in New  
Zealand. New Zealand grown seed has al-  
ways produced the earliest and best blooms,  
and seed started in August will produce  
flowers from Thanksgiving until March;  
requiring a low temperature, these make an  
ideal crop for the Florist this year. Scar-  
let, always a good seller. Finest Mixture,  
all the best colors. Pink and White,  
Blanche Ferry type. Yarrowa (true), bright  
rose pink with light wings. Write for  
further particulars.

JULIUS ROEHRS CO., Rutherford, N. J.

## VINES

Flowering and Foliage Vines, choice  
collection. Large Specimen, Pot and Tub  
grown for immediate effect; also Climbing  
Roses. J. H. TROY, Mount Hissarlik Nur-  
sery, New Rochelle, N. Y.

## WIRE WORK

WILLIAM E. HEILSCHER'S WIRE  
WORKS, 284 Randolph St., Detroit, Mich.

## WANTS, FOR SALE, Etc.

## HELP WANTED

## WANTED

## LANDSCAPE ARCHITECT

Young, energetic, University graduate,  
who can consult with clients advising as  
to treatment of properties and be able to  
secure business. Must be a good drafts-  
man, have a knowledge of the nursery  
business and plant life. Also a man of  
good character and personal appearance.  
References required.

HOLM & OLSON, Inc., Landscape Architects  
ST. PAUL, MINN.

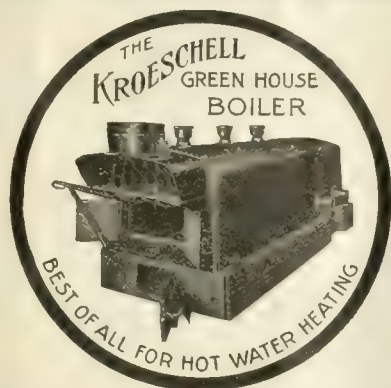
WANTED—A good all around young  
man of neat appearance for general green-  
house work and to assist in store. Must  
know about firing a low-pressure steam  
boiler. State wages expected.  
P. M. OLM, Bath, Me.

WANTED—Experienced plant grower to  
work under foreman; place near Boston;  
15 men employed. State age and experi-  
ence to THOMAS ROLAND, Nahant, Mass.

## FOR SALE

BOILER FOR SALE. Roberts Iron  
Works, 35 h.p. horizontal boiler, good con-  
dition. 85 lbs. steam. Bargain if taken  
immediately. Cash only. Also 20 h.p. up-  
right Sturtevant engine. Telephone Bel-  
mont 403-W. Can be seen at 75 Main St.,  
Cambridge, Mass.





## CAN SHIP ANY SIZE AT ONCE



Telephone or

Telegraph Order

at Our Expense

**KROSCHELL BROS. CO.,**

466 West Erie Street,  
CHICAGO, ILL

## LEMON OIL CO'S STANDARD SOLUBLE IN WATER INSECTICIDE NO POISON

Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to direction, our standard Insecticide will prevent ravages on your crops by insects.

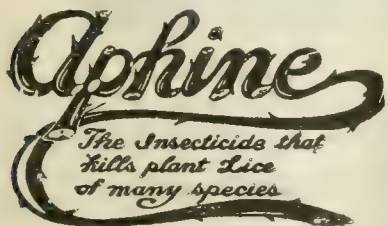
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Destroys Lice in Poultry Houses, Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

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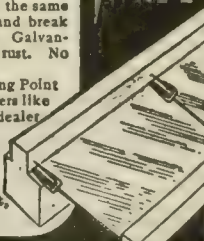
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Vol. XXVIII

DECEMBER 21, 1918

No. 25

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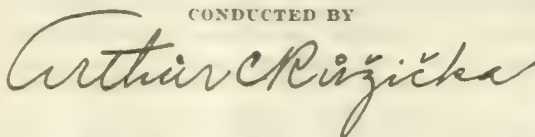
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# ROSE GROWING UNDER GLASS

CONDUCTED BY



Questions by our readers in line with any of the topics presented on this page will be cordially received and promptly answered by Mr. Ruzicka. Such communications should invariably be addressed to the office of HORTICULTURE.

## The Christmas Market

Never before in the history of the rose business did growers realize the prices that roses promise to bring this coming Christmas, and we think it is only right that they should do their part by sending only first-class fresh cut stock to the market and not try to save it for a week or more. That game only hurts the flower business, for if such stock is sold for cut flowers in spite of the careful eyes of the retail store manager, whoever buys such roses will not buy again for a while, or else feel that he had been "stuck," thus putting the whole trade in a bad light, and so the impression spreads that roses are punk, etc., which does harm to all rose growers. Ship the stock as fast as it is ready, and do not run the houses more than two degrees warmer, for there will be a good market all January and February, so it is not necessary to kill the plants for one holiday. Handle all cut roses "with gloves on," as they say, meaning very gently. They have to be handled several times more before they get into the home where they eventually go, and rough handling will not improve them a bit. When packing for shipment see that the heads are not packed too close to the end of the box, and then pack snug so that the roses will not slide all over as soon as the box is handled. Do not crush them by packing too tight, which would be as bad as packing too loose. Ask your wholesale man for any points that you are in doubt on, and take a trip once in a while to advise how your stuff arrives. Use only good boxes, whether they are paper or wood, keeping the poorer ones for slacker times when the express is less congested, and when there is more time to repair the boxes before they go out.

## Watering

We see but little of the sun lately, so it will be necessary to be very careful with the hose, for much damage can result from bad judgment in watering, especially in houses that are cutting heavy. While the buds are still on the plants they will need plenty of water; in fact, they should never be allowed to get dry while a heavy crop is coming on, but as soon as heavy cutting starts in, watering will have to be cut out a little and the plants allowed to become a little dry, until they begin to break all over again, when they will once more take their normal feed and water. Avoid feeding when a heavy crop is about to show color, for if the plants had received their amount of feed while the crop was coming on, there will be enough nutrition in the soil to finish the crop. A little soot applied right after watering and then watered in right away will help put color into the buds, but that is about all we would use.

## Drainage

See that all the houses are properly drained. Poorly drained houses take much more coal to heat and the roses will never thrive so well. It is much like trying to raise garden crops on wet land or living in a very damp house. Well drained houses will dry off quickly after

syrringing, and there will be little danger from spot. See that there is no water standing day and night under the benches or in the walks, and see that no surface water gets into the houses when a heavy shower or snow-storm happen to come. See that all water leaders are free from leaves, etc., so that the water has a chance to run right off instead of standing in the gutters, and running in under the glass where the houses are connected, as most of the houses are out west. Test the ground for drainage by digging down two or three feet. If the hole thus made fills with water, open trenches wherever possible so the water is carried off. This water is always cold, so the houses are chilly even if they are up to the regular temperature. The benches will not dry out, and plants refuse to grow. Mildew will persist in coming in, in spite of sulphur and careful ventilation and the soil will get sour in spite of lime. Many houses will not grow roses, merely because they are built over poorly drained ground. It is still time to correct this, or at least greatly improve the situation by opening trenches, putting in drains wherever possible, using a well planned chart to do the work, and gradually completing the whole project, for with help the way it is now, it is impossible to finish a job at times no matter how much we may wish to do so. That is also why it is so important to clean out well under the benches when the soil is changed in the spring and summer. I know a place where the grade is lower now than it was twenty years ago when the houses were built, which contrasts greatly with another place where on starting out to build new benches we took out over a foot of old greenhouse soil, to find three different sets of bricks on which benches had stood years gone by, and finally got down to the fourth and original grade. The heating pipes were always lifted every now and then when the dirt got too high, instead of cleaning out the old dirt. Needless to say this house did not suffer from lack of drainage, and the difference in the growth of the plants was well marked. No plant or animal can thrive on its own excrements, or with parts of its own family dead around it. It can thrive and grow on waste of every sort excepting its own and this is more true of the rose in the greenhouse than any other flower. With good drainage any waste that does get under the benches will dry up and be harmless, but with water or excessive dampness this waste will decay and cause trouble. To help correct poor drainage before the drains are opened up, use a little more air, even if it does take a little more coal. It will pay in the end.

## Pots

Make sure that the supply of pots on hand will be sufficient to take care of all the young stock that will have to be grown for the spring planting. Freights are slow, and manufacturers may not have such large stocks on hand as they carried in former years, so all orders should be placed very early, giving plenty of time for the pots to arrive.



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Somewhat  
vague

A bulletin just issued by the U. S. De-  
partment of Agriculture purports to give  
effectual remedies against the spotted  
garden slug, which frequently becomes a  
menace to gardeners and mushroom growers. Among  
other recommendations, "road dust" is advised as a  
barrier over which the slugs cannot pass. We would re-  
spectfully ask what is meant by "road dust." Officials  
usually so exact should be more explicit on such matters  
in these days when the scrapings of most roads are large-  
ly composed of oil and coal tar products, all of which  
are destructive to plant life. No doubt such substances  
would be hard on the slugs but how about the plants?  
What is meant by "road dust?"

Short-sighted

A correspondent of an English paper  
recently had something interesting to  
say concerning the usefulness of Begonia  
corallina as a flower in table decoration. Why is it that

we have nothing of the kind to offer commercially in this  
country? In the inevitable scarcity this holiday season  
of the stereotyped roses, carnations, violets and lilies, it  
seems most regrettable that the flower trade has not pro-  
vided ahead for the vacancy by placing at the disposal  
of the people commercially something new and appro-  
priate for the Christmas demand which would fill the  
bill and add materially to the floral wealth adapted to a  
proper celebration. HORTICULTURE has so advised re-  
peatedly. There is no scarcity of available subjects but  
the artificial supply men seem to have a monopoly of the  
inventive enterprise at present.

A timely  
admonition

We would call the attention of our read-  
ers, particularly those engaged in the  
retail cut flower trade, to the very im-  
portant and timely warning served by  
the secretary of the Florists' Telegraph Delivery Associ-  
ation in this issue of HORTICULTURE as to the unwisdom  
of accepting from the public small trifling orders for  
the delivery of holiday flowers or plants in other towns.  
HORTICULTURE has already spoken editorially in strong  
advice on this subject which if not handled with wise  
discretion is sure to bring keen disappointment to un-  
witting customers and corresponding loss of future busi-  
ness to the individual as well as reproach to the flower  
trade in general. Misunderstandings due to the present  
state of production and market values can be minimized  
by a straightforward presentation of conditions as they  
exist, and for which the florist is not in any way respon-  
sible in any department, neither has he any prospect of  
control in the immediate future. This is a subject that  
vitally affects the efficiency and development of the  
exchange order system inaugurated by the F. T. D.

The  
plant embargo

Gradually the florist plant trade—and  
soon they will be joined by the garden-  
ing profession—are coming to a real-  
ization of the changed conditions  
which they must encounter from the present time until  
the foreign markets are again opened to us to buy from.  
HORTICULTURE has done its best to awaken the trade to  
seriously comprehend just what Dr. Marlatt's embargo  
ruling meant to them individually and collectively. The  
S. A. F. and other organizations have also been energetic  
in their efforts to have more time given to the trade to  
get prepared in advance and adjust itself to the pro-  
posed exclusion of a large part of the stock they have  
been getting from foreign sources but as in many other  
matters which appertain to the general good, the atti-  
tude of a large proportion of the plant growing frater-  
nity has been "It will not be much of a shower" and  
"Let George do it." Now, when it transpires that neither  
azaleas nor rhododendrons, araucarias nor palms, tuber-  
ous-rooted begonias, gloxinias, dahlias, cannas, nor even  
dracaena canes nor orchids can be brought into this  
country, people are beginning to get nervous. One hope  
remains—that the indefiniteness and crude blundering  
in the text of the ruling may be its undoing, for an  
exact adherence to its specifications will exclude many  
products which its originators probably never intended  
it should exclude and, further, a strict enforcement will  
still further impoverish horticultural Belgium—that  
section which has suffered most cruelly from Hun rav-  
ishment—practically completing the ruin of their prin-  
cipal means of livelihood, and if persisted in will tend  
to fasten upon this country the accusation of insincerity  
and callousness in such a way that we cannot possibly  
escape from it.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## NATIONAL PUBLICITY CAMPAIGN.

There is no doubt that florists generally have faced a rather poor condition of business this year.

Our publicity committees realize that this is the main reason for the shortage, small though it be, in the amount \$50,000, which it was expected could be raised for the first year of our campaign.

We are over \$4,000 short of planned requirements.

The florist industry has gone "over the top" in practically all other "drives" but its own.

It would be unpatriotic to criticize, and yet it may be pointed out that the florists who did contribute to the fund are unanimously of opinion that the florist business would have been sadly the worse this year had it not been for the campaign.

Being financially interested in our movement, they have made it their business, through inquiry and comparisons, to determine for themselves the value of our work.

And they are satisfied to continue their subscriptions for another year, and the year after, and then a further year.

There's faith for you!

We are now in the closing days of 1918. Florists are anticipating an unusually good Christmas trade, and prospects for a prosperous year are exceeding bright.

It is a good time for all who have allowed the present year to pass without making a subscription to the fund to sit down and write a cheque for a 1919 contribution. Better still, fill out our form, sent on request, covering an annual contribution for three years.

A prominent retail florist said the other day, "Why make three or four years the term of the campaign? You may have my support as long as I am in business. The movement is the best ever instituted in the florist industry, and should never stop. Why halt at an expenditure of \$50,000, when \$100,000 would double the benefit and put flowers where they ought to be

—on every home table—every day in the year?"

There's the rub! With a little less than our planned amount we have barely scratched the surface of possibility. But the scratching was deep, as we have discovered.

With more money we could brand instead of scratch our slogan, "Say it with Flowers" on the public mind, and it would stay—as long as we renewed the branding.

It's up to the trade to make this possible. The committees have a fine working organization, but it is money only that will keep the machinery going.

Our Promotion Bureau has been quite busy in the last two weeks, despatching the various aids for direct publicity provided through our service. We have a descriptive pamphlet ready to mail to anyone who makes request.

JOHN YOUNG, Secy.

1170 Broadway, New York.

## RELEASE OF NEEDED MEN NOW IN CAMPS.

Employers in urgent need of former employees who are enlisted men in Army camps and depots within the United States are advised to communicate with such men, asking them to request their discharge of the camp authorities.

No such requests should be made merely as a matter of convenience to an employer, but only when the former employee's services are in urgent demand.

Federal directors and local superintendents are instructed to give wide publicity to the foregoing and to the following order by the War Department, upon which it is based.

War Department,  
Washington, D. C.,  
November 21, 1918.

Circular No. 77.

1. Department commanders within the United States, commanders of ports of embarkation, and commanders of camps not under the jurisdiction of department commanders or of chiefs of bureaus of the War Department are authorized to discharge enlisted men upon their own application when there is sickness or other distress in the soldier's family or when he is needed to resume employment

in an industry or occupation in which there is urgent need of his services; provided that such discharge will not disrupt or cripple an existing organization and that the soldier's services can be spared.

Consideration will be given to the fact that the machinery of the camps must be utilized in the demobilization of the Army, and due regard must be taken that it is not retarded by the discharge of personnel connected therewith.

2. The instructions contained herein apply only to individual and exceptional cases and are not intended to release men in large groups or blocks for any general employment or occupation.

3. Application for discharge under the provision of this circular will be made in each individual case by the soldier concerned and through his immediate commanding officer. No man who voluntarily enlisted prior to April 1, 1917, will be discharged under this authority.

4. Men discharged under these instructions will be included in such weekly reports of men discharged as are required by the War Department.

5. Cases of character indicated arising in places not covered by this authority will be forwarded to The Adjutant General of the Army for final instruction.

By order of the Secretary of War.

PEYTON C. MARCH,  
General Chief of Staff.

## SUPERIORITY OF ROSE PREMIER.

The committee appointed to examine closely and to report on the exhibition of a hundred blooms of this novelty at the meeting of the Detroit Florist Club, Wednesday night, Dec. 11, 1918, submit the following:

We regard this rose in all its features and constitutional qualities to be far superior to any rose now in commerce. It is so far in advance of all other varieties that mere comparison does not alone disclose its merits which in the total seems to entitle it to the designation of perfection in a rose.

We highly commend this wonderful variety and predict for it a great future as supplying a long felt want for a rose of its magnificent color, rose-pink with stiff thornless stems and luxuriant and really beautiful foliage that augments the striking appearance of the rose on exhibition. Its pronounced delicious fragrance is a distinct mark of this truly wonderful rose.

M. BLOY,  
A. J. STAHELIN,  
THOS. BROWNE,  
WM. DILGER,  
Committee.



## CLUBS AND SOCIETIES

### AMERICAN CARNATION SOCIETY CONVENTION.

It's only six weeks to the annual convention and exhibition of the American Carnation Society at Cleveland. This event is of more than usual interest for several reasons. It is the first major convention of florists after the war and the banquet will be given a jubilee character with speakers of national and international importance.

Again, new varieties of carnations—seedlings, sports and selections—are to be given prominence at the exhibition and some of these are very interesting.

Also the situation of carnation growers all across the country is such that a mighty careful survey of existing stocks and sorts is necessary that we may meet the requirements of the coming year.

Space devoted to carnations has been greatly reduced, the demand for flowers has been more general and more urgent than ever before and stock for the coming year is none too plentiful.

Then florists who have been fighting to hold their business against high prices, coal shortage, the scarcity of labor and government restrictions now see a chance to go ahead with a rising tide of opportunity.

And this gathering at Cleveland will be the first general meeting of live carnation men when the whole situation can be discussed and perplexion questions handled by those most interested and best able to give the helpful answer.

Several Boston members of the old guard have signified their purpose to attend the meeting and Sam Goddard is looking after transportation and will have some information for us at the proper time.

Among the good things from New England to be seen are:

Red Cross, Peter Fisher's latest contribution.

Bernice, grown by W. D. Howard of Milford.

Elizabeth, the giant sport, grown by A. A. Pembroke.

A whole family of Dorner's wonderful seedlings grown and exhibited by Sam Goddard.

White Benora, a candidate for leadership in the commercial white, done particularly well by Will Nicholson, A. A. Pembroke and M. A. Patten.

A crimson and a yellow originated at Cottage Gardens and grown by the writer.

CHARLES S. STROUT.

*Biddeford, Me.*

### DETROIT FLORISTS' CLUB

The report on the exhibit of Elmer D. Smith & Co., of chrysanthemum novelties at the last meeting of the Club was as follows:

The committee appointed to view these flowers reports them valuable additions to the list of fine varieties already in commerce and highly commend them to growers. The variety "Victory" is especially distinct and its long range of blooming period from early November till a corresponding date in December adds materially to its value. "Loyalty" is distinct and beautiful and from the appearance of the blooms is a free grower. "December Queen" may be properly termed a bronze of extraordinary beauty, and will find by its merits a coveted place in the list of bronze varieties. The originator's full description of the novelties follows:

**Victory.**—An incurved of the purest glistening white, free and easy to grow. Maturing from Nov. 11th to Thanksgiving, according to date of buds. The first bud selected Sept. 12th, was fully developed on Nov. 11th Victory day, hence the name.

**Loyalty.**—An ideal variety for Thanksgiving use maturing Nov. 20-30 from buds selected Sept. 15-30. A bright yellow-high rounded incurved form of clean upright growth.

**December Queen.**—Color bright yellow and as the petals are slightly penciled with red gives it an orange or very light bronze cast. Maturing Nov. 25 to Dec. 5th.

**Baby Anemone.**—The smallest of the Anemone section. White with yellow center. Dissemination 1920.

No. 152-5-16.—The large incurved white. Dissemination 1920.

M. BLOY,  
A. J. STAHELIN,  
WM. DILGER,  
Committee.

The December meeting of the Rhode Island Horticultural Society was held in the Lecture Room, Public Library, Providence, Wednesday, December 18, 1918. Harold Madison lectured on Indian Agriculture.

### LANCASTER COUNTY FLORISTS' ASSOCIATION.

At the meeting on December 10th nomination of officers was the regular order. The club has set a precedent of holding all officers over for a second term, and this precedent was maintained at this meeting, with the result of the following nominations: President, Elmer Weaver, Ronks, Pa.; vice-president, Lemon Landis, Lancaster, Pa.; secretary, Albert M. Herr, Lancaster, Pa.; treasurer, Harry K. Rohrer, Lancaster, Pa.

The next meeting will be held in our regular rooms at the Chamber of Commerce, and it will be a joint meeting with the Ladies' Auxiliary, they to assist in arranging a program for the meeting. The president appointed David Rose, Rudolph Nagle and Lemon Landis to take charge of the sports for the evening.

An adjournment was then made to the table and after a buffet lunch bowling was indulged in by one party, cards by another, billiards by another and pool by another, while little groups discussed their business problems. J. Wade Galey of Strasburg won first prize in bowling and Chas. B. Herr of Strasburg carried off the honors in the cards. H. A. Schroyer was champion story teller and Albert M. Herr and B. F. Barr, dusters, as they went to a venison dinner at the Elks Club about 10 P. M.

A. F. Strickler and Lemon Landis were voted delightful hosts and the remaining member of the committee, Harry K. Rohrer, home sick in bed, was extended a vote of sympathy. President Weaver's hospitality was enjoyed by all and about 11.30 the affair was a thing of the past, the happy memory of which will long linger with those who were present.

ALBERT M. HERR.

### CONNECTICUT HORTICULTURAL SOCIETY.

On Friday evening, Dec. 13, the Connecticut Horticultural Society held its annual meeting and election of officers for 1919.

The attendance was not as large as usual, but the weatherman had something to do with that. The officers serving during 1918 were elected to succeed themselves with the exception of Howard Senf, recently deceased. President, G. H. Hollister, Hartford; first vice-president, Samuel H. Deming, Hartford; second vice-



president, Oscar F. Gritzmacher, New Britain; third vice-president, John C. Willard, Wethersfield; treasurer, W. W. Hunt, Hartford; secretary, Alfred Dixon, Wethersfield; librarian, William T. Hall, Hartford; botanist, John C. Willard, Wethersfield; pomologist, C. H. Sierman, Hartford.

The treasurer's report showed the society to be in good financial condition, having a substantial balance on hand with all bills paid.

The second December meeting will be omitted on account of the Christmas holidays, and the next meeting will be the second Friday in January, the 10th.

ALFRED DIXON, Secy.

Wethersfield, Conn.

#### GARDENERS' AND FLORISTS' CLUB OF BOSTON.

The meeting on Tuesday evening was election night and the following officers were elected: president, A. K. Rogers; vice-president, Chas. P. Sweetser; secretary, W. N. Craig; treasurer, S. J. Goddard; executive committee, James Methven, James Wheeler, H. H. Bartsch, William H. Judd, Walter H. Golby.

The awards for exhibits were as follows: Pure white Cattleya Lady Veitch, shown by L. D. Towle, Newton, honorable mention; two specimen plants Cattleya Percivaliana, W. H. Golby, cultural report of merit; Chinese artichokes, W. H. Golby, vote of thanks; unnamed cerise pink seedling carnation, H. A. Stevens, Dedham, honorable mention; Chrysanthemum Mistletoe, Janiten & Wollrath, honorable mention; specimen poinsettia bracts, W. W. Edgar Co., vote of thanks; vase of Stevia serrata, W. N. Craig, honorable mention. Mr. Craig also received a vote of thanks for Dwarf Stevia serrata.

It was voted to have a Ladies' night in January and a committee was appointed to make arrangements for a "Victory" banquet early in February.

Herman Bartsch, of W. W. Edgar Co., read a paper on Plants for Christmas. He placed azaleas at the head of the list as the most desirable Christmas plant, followed by cyclamen and begonias. He brought out the good points of the various varieties of begonias, placing Cincinnati at the head, followed by Melior. He regretted that more ardisias were not grown, and mentioned, as other good Christmas plants, oranges, primulas, heaths, peppers, Jerusalem cherries and freesias. He felt that a really good yellow flowering plant was needed to fill out the Christmas list.

Henry Penn spoke on Plants for the Retail Stores for Christmas, and

#### PLANTS FOREMOST IN POPULARITY FOR CHRISTMAS.



Poinsettias in Pan.



Otaheite Orange

started his remarks by urging everybody to practice optimism, stating that the florists had gone through the greatest of trials and had come out with credit. He emphasized the desirability of selling plants on a close margin, carrying them in quantity and keeping trade encouraged. Approximately 24,000 plants were delivered from his store in the three days preceding Christmas, 1917, requiring 68 boys and 24 machines, at an average cost per plant of 28¾c. for handling. The average selling price for all the plants handled was \$4.00. He advocated a reasonable average selling price, and agreed with Mr. Bartsch that cyclamens were the most satisfactory Christmas plants, with begonias a close second.

#### NASSAU COUNTY HORTICULTURAL SOCIETY.

The annual meeting of this society was held in Pembroke Hall, Glen Cove, on December 11th. In spite of the inclement weather there was a

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4 inch pots, extra heavy, \$35.00 per hundred; 6 inch, \$75.00 per hundred.

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## NOTICE

We are at all times open to receive offers of plant stock suitable for the private trade particularly in novelties, rare or specimen stock. List it with us giving exact description with prices.

## Muller-Sealey Co., Inc.

47 W. 42nd Street, NEW YORK CITY

large attendance. The President's special for table decoration by assistant gardeners was won by Henry Michaelson, assistant to Geo. Ferguson; 2nd, John Gailens, assistant to Wm. Churchill. Treasurer Ernest J. Brown presented a creditable annual report, showing the society had passed a successful season both in point of membership and financially. Sam. J. Trepp was called on to conduct the election of officers, which resulted in the following being elected for the ensuing year: Joseph Adler, president; Frank Watson, vice-president; Ernest J. Brown, re-elected treasurer; Ernest Westlake, re-elected secretary; Harry Goodband, re-elected corresponding secretary; Robt. Jones, trustee for three years; executive committee, William Noonan, Thos. Henderson, Ben. Sutherland, Wm. Milstead, Wm. Churchill, W. G. Carter and Thos. Meech. There was a short discussion on "How to grow Amaryllis"



and when to rest them. A letter of condolence was ordered sent the family of the late A. Hans, one of our members who has recently died. President-elect Joseph Adler thanked the society for the honor conferred, and with the members' co-operation, trusted the society would have, as in the past, a successful administration. Exhibits for the next meeting to be held on Wednesday, Jan. 8th, at 2 p. m., are: three poinsettias cut, twenty-five spikes freesias and six ears of field corn. After the meeting a very enjoyable social entertainment and smoker was held. John W. Everitt, our popular toastmaster, handled it in his usual good style. Quite a lot of first-class talent was unearthed amongst the members, not forgetting Andy Wilson's clog dance.

HARRY GOODBAND, Cor. Sec.

#### CLUB AND SOCIETY NOTES.

At the annual meeting of the Montreal Gardeners and Florists' Club on December 2, the following officers were elected: President, J. J. Trevis; vice-president, R. Miller; 2nd vice-president, W. J. Smith; Secretary-treasurer, W. Horobin; associate secretary, Mr. McDonald. Executive committee: G. Pascoe, H. J. Eddy, E. Hayward, C. H. Smith, Gibbs and Schoening. Mr. Hayward gave a talk on coke as fuel, favoring its use in greenhouse heating, up to November.

The following officers were elected at the annual meeting of the Paterson Floricultural Society on December 3: President, Joseph M. Ackerman; vice-president, Charles E. Walker; treasurer, Andrew N. Bardener; secretary, Sebastian Hubschmitt; financial secretary, Joseph A. Wells; trustees, Albert Franck, Marion Trobert, William Clookie; executive board, Robert Petrie, Albert Franck, Edward Vandercliff, H. Cummings; auditing committee, P. Lowe, H. Cummings and Albert Franck. A committee to complete arrangements for a smoker to be held in the near future was appointed. Its members are C. Walker, R. Petrie, J. Schumacker, H. Cummings, A. H. Smith, A. Frank and H. Schofield.

Westerly, R. I.—Charles Munro of New Haven has purchased the greenhouse property, formerly owned by S. J. Reuter & Son, and will soon open the greenhouses for business. The greenhouse property is one of the largest of its kind in the state and there are few in New England that equal it in size.

#### PLANTS FOREMOST IN POPULARITY FOR CHRISTMAS.



Begonia Mellor

#### A NEW SINGLE VIOLET.

A new violet named Mrs. David Lloyd George, has received the award of merit of the Royal Horticultural Society in London. The petals are deep violet with a few darker markings at their bases. In the centre are four white petaloid stamens forming a light colored eye and a few violet lines appear on each of them. The fragrance is very pronounced and stems long and sturdy. A photograph of the flowers which appears in the Gardeners' Chronicle for November 16 makes a very favorable impression and some American grower should give it a trial as soon as possible.

#### NEW CHRYSANTHEMUMS.

A meritorious exhibit of three vases of new chrysanthemums was on view at the establishment of the S. S. Pen-nock Company last week and excited much favorable comment from the growers and other experts. They were sent in by Elmer D. Smith & Co., of Adrian, Michigan, and were intended for the Florists' Club meeting, December 2nd, but did not ar-

rive until December 11th. They looked exceptionally good for all their twelve days on the road, especially the incurved white one called Victory. That one did not have a speck, but the bronze variety, December Queen, was a bit faded as to color, and rather droopy. The pure yellow variety, Loyalty, resembles the Victory in size and form and looks like a good acquisition. Altogether these three newcomers for late flowering reflect credit on their raiser, Elmer D. Smith, and will be welcomed by the trade generally.

#### BUSINESS TROUBLES.

Haverhill, Mass.—Willis F. Eaton, florists, 666 Main street, assets, \$60, liabilities, \$8,076.

The number of packages of lily bulbs shipped out of Bermuda from December, 1916, to June, 1917, was 1000, as compared with 1224 packages from December, 1915, to June, 1916. This is as reported in the Supplement to Commerce Reports just received. Figures for 1918 have not been given.



## SEED TRADE

### AMERICAN SEED TRADE ASSOCIATION

Officers—President, F. W. Belgiano, Washington, D. C.; First Vice-President, Wm. G. Scarlett, Baltimore, Md.; Second Vice-President, David Burpee, Philadelphia, Pa.; Secretary-Treasurer, C. E. Kendel, Cleveland, O.

#### Seed Marketing Investigations.

Through investigations directed by Mr. W. A. Wheeler, who is also in charge of the emergency Seed Reporting Service, and owing to the facilities available for the conduct of the Seed Reporting Service, it has been possible, the Agricultural Department advises, to obtain information regarding the economic phases of seed marketing which could otherwise not have been secured.

The transactions in clover seed for the period of a month at the leading markets for that commodity were examined to determine what effect, if any, speculation had on the price of red clover seed in February, 1918. It is thought that this work, taken in conjunction with the publication of figures showing the stocks of clover seed that were being held for export to foreign countries, had a material effect in lowering the price of red clover seed to farmers at a time when it seemed that it would soar above the record of \$21 per bushel on February 13, 1918.

Samples of country-run seed were obtained from different sections of the country and comparisons of these samples indicate that prices of country-run seed in various producing areas vary considerably.

Copies of contracts entered into between small seed growers and large commercial seed growers, and between the latter and wholesale and retail seedsmen, have been obtained and examined in order to detect any unfair practices existing.

Field seed prices, as quoted at several of the most important markets, have been tabulated to determine, if possible, the differences in price prevailing at such markets, and investigations have been made to determine what might, under ordinary conditions, be considered reasonable differences in wholesale and retail prices of seeds. Inquiries have been made to ascertain the time at which various kinds of seed begin to move from growers' hands to dealers' hands, when the movement is general, and when it is normally at an end. Inquiries also have been made to learn what percentage of growers sell seed



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and whether they sell to the local buyer, to the traveling buyer, by correspondence with distant seedsmen, by advance growing contracts with commercial seed growers, through local or farm paper advertising, or direct to neighbors.

#### Pepper and Eggplant Harvest of Isle of Pines.

(Consul W. Bardel, Nueva Girona, Isle of Pines, Cuba, Nov. 15)

The harvesting of peppers and eggplants, the two products next in importance to grapefruit cultivated principally by Americans on this island, is now under way, and the first shipment of the season to the United States will soon be made.

Exports this winter will probably not exceed 4,000 crates for both vegetables, against about 1,000 crates of last year and 55,000 for the winter of 1916-17. The reason for this expected small export as compared with that of two years ago lies principally in the fact that fertilizers are now so expensive that they cannot be used for crops of this kind. Restrictions on shipping and the refusal of navigation companies to accept such products for transportation except upon payment in advance of the freight are other factors affecting the situation.

When last year the transportation restrictions became such that, of a crop of large dimensions, only 1,000 crates could be exported, the farmers concluded to cultivate other and more profitable products this fall for the home market.

Were it not for these reasons, the 1918-19 crop of the two vegetables would probably have exceeded even that of two years ago, for climatic conditions were exceptionally favorable for a large harvest.

## SEEDS AND BULBS

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128 Chambers St., N. Y. City

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Boston—Dr. L. H. Bailey, Ithaca, N. Y.

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Cincinnati, O.—S. F. Purliant, Winchester, Ky.; J. W. Rodgers and G. Reiniger, Dayton, O.; G. A. Beckmann, Jos. R. Goldman and Mr. Burns, Middletown, Ohio; Fred Rupp, Lawrenceberg, Ind.; C. P. Brunner, Springfield, Ohio; J. T. Herdingen, Aurora, Ind.; Milton Alexander, New York City

Chicago, Ill.—Miss Kate Harris, Memphis, Tenn.; E. G. Hill, Richmond, Ind.; Julius Lehman, Sioux City, Iowa; B. F. Siebrecht, Aberdeen, S. D.; H. E. Lozier, Des Moines Ia.; J. J. Higgins, Toronto, Can.; A. Bauscher, Freeport, Ill.; M. Roehlin, Sioux City, Ia.; Ova Gnat, La Porte, Ind.; C. L. W. Snyder, El Paso, Ill.; Thos. Heaven, Benton Harbor, Mich.; Miss Rennison, Sioux City, Ia.; J. E. Terrill, Lethbridge, Can.; Paul Palos, Little Rock, Ark.; G. P. Weaklin, Pittsburgh.



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88 Van Houten Ave.  
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Charles Loveridge,  
127 S. Jefferson St.  
PETERSBURG, VA.  
Mrs. Robt. B. Stiles.  
PHILADELPHIA, PA.  
Charles Henry Fox,  
221 S. Broad St.  
Fox Flower Shop,  
1307 N. Broad St.  
John C. Gracey,  
2034 Columbia Ave.  
E. W. Gaehring,  
3054 Frankford Ave.  
Charles H. Grakelow,  
2453 N. Broad St.  
J. J. Habermehl's  
Sons,  
J. Wolff-Moore  
1639 N. Broad St.  
Pennock Brothers,  
PHOENIX, ARIZ.  
Donofrio Floral Dept.  
PIQUA, OHIO.  
Gerlach The Florist.  
PITTSSTON, PA.  
William St. Florist.  
PITTSBURGH, PA.  
E. C. Ludwig Floral  
Co.,  
Randolph & McClem-  
ents,  
A. W. Smith Co.  
Mrs. E. A. Williams.  
PITTSFIELD, MASS.  
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N. J.  
Walter R. Thoms,  
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W. A. Worrel & Son.  
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Mathias Tilenbruch,  
533 Water St.  
PORTLAND, ME.  
Philip H. Talbot,  
673 Congress St.  
PORTLAND, ORE.  
Martin & Forbes Co.  
Tonseth Floral Co.  
POTTSVILLE, PA.  
Guy W. Payne,  
21st & Market Sts.  
POUGHKEEPSIE,  
N. Y.  
Safford Flower Shop  
PRAIRIE DU CHIEN,  
WIS.  
Dial Garden Green  
House.  
PRINCETON, N. J.  
John Heeremans,  
48 Spruce St.  
PROVIDENCE, R. I.  
T. J. Johnston & Co.  
Johnston Brothers.  
PROVINCETOWN,  
MASS.  
W. C. Newton.  
PUEBLO, COLO.  
G. Fleischer.  
QUINCY, ILL.  
Gentemenn Brothers.  
RACINE, WIS.  
The Flower Shop.  
RALEIGH, N. C.  
J. L. O'Quinn & Co.  
READING, PA.  
J. C. Bauder,  
J. H. Giles.  
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Hayes Brothers.  
W. W. Kennedy &  
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Fred H. Lemon & Co  
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Hammond Co., Inc.  
Mann & Brown  
Mosmiller Florist.  
Ratcliffe & Tanner.  
ROANOKE, VA.  
Fallon, Florist.  
ROCHESTER, MINN.  
Parkin & McQuillan.  
Rochester Floral Co.  
Queen City G'h's.  
ROCHESTER, N. Y.  
Geo. T. Boucher.  
J. B. Keller-Sons.  
H. E. Wilson.  
ROCKFORD, ILL.  
H. W. Buckbee.  
ROCK ISLAND, ILL.  
The Flower Shop.  
ROCKVILLE CEN-  
TER, N. Y.  
Clarence R. Ankers  
ROCKYFORD, COLO.  
C. M. Ustick  
RUGBY, N. D.  
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W. J. Meldrum.  
SAGINAW, MICH.  
Chas. Frueh & Sons.  
Grohman, The Florist  
Roethke Floral Co.  
SALINA, KANSAS.  
Leighton Floral Co.  
SALT LAKE CITY,  
UTAH.  
Bailey & Sons Co.  
Huddart Floral Co.  
Miller Floral Co.  
SAN ANGELO, TEXAS  
Nussbaumer Flo. Co.  
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Edward Green,  
Avenue C and 8th  
Hauser Floral Co.  
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SANDUSKY, O.  
Matern Flower Shop  
Wagner Greenhouses  
SAN FRANCISCO, Cal.  
Art Floral Co.  
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Hotel St. Francis.  
B. M. Joseph,  
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Laren  
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CAL.  
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Baldwin, The Florist.  
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New York Floral Co.  
Schultheis, Florist.  
SEATTLE, WASH.  
Hollywood Gardens,  
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Texas Nursery Co.  
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SILOU CITY, IOWA  
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Rocklin & Lehman.  
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Sterling Greenhouse  
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M. MacDonald,  
The Rose Shop.  
SWAMPSCOTT, MASS.  
H. C. Blaney.  
SYCAMORE, ILL.  
Wm. Swinback.  
SYRACUSE, N. Y.  
Robert H. C. Bard.  
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115 James St.  
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Wm. F. McCord Co.  
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TERRE HAUTE, IND.  
J. G. Heul & Son.  
TOLEDO, OHIO.  
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Helmer Flower Shop  
Metz & Bateman,  
Schramm Bros.  
Mrs. E. Suder,  
2941 Cherry St.  
TOPEKA, KANSAS.  
James Hayes,  
819 Kansas Ave.  
Mrs. Lord's Flower  
Room.  
TORONTO, ONT.  
Dillmuth The Florist  
J. H. Dunlop,  
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Simmons & Son.  
J. H. Higgins, Ltd.  
TRENTON, N. J.  
Frank J. Clark,  
119 N. Broad St.  
Martin C. Ribsam,  
Cor Broad & Front  
TUCSON, ARIZ.  
John Howe.  
TULSA, OKLA.  
Boston's Flower Store  
URBANA, OHIO.  
Carey & Koehle.  
UTICA, N. Y.  
C. F. Baker & Son.  
Utica Floral Co.  
VANCOUVER, B. C.  
James Brand & Co.  
Brown Bros. Co., Ltd.  
VINCENNES, IND.  
Paul C. Schultz.  
WACO, TEXAS.  
Hans Schroeder.  
Wolf The Florist.  
WAKEFIELD, MASS.  
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395 Main St.  
WALLA WALLA,  
WASH.  
Young & Lester.  
WALLACE, IDAHO.  
Robert G. Lowe.  
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M. F. Ruane.  
WASHINGTON, D. C.  
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Louise Flower Shop.  
J. H. Small & Sons.  
WALKERVILLE, Ont.  
Walkerville Flower  
Shop.  
WATERLOO, IOWA.  
Kemble Floral Co.  
WATKINS, N. Y.  
W. H. Grant.  
WAUKESHA, WIS.  
Waukesha Floral Co.  
WAVERLY, MASS.  
Wm. W. Edgar Co.  
WELLESLEY, MASS.  
John A. Fraser.  
J. Tailby & Son.  
WESTFIELD, N. J.  
C. L. Doerrier & Son.  
W. PALM B'CH, FLA.  
Foster & Foster.  
WHEELING, W. VA.  
Arthur Langhans.  
WICHITA, KANS.  
Charles P. Mueller.  
WILKES-BARRE, PA.  
Ira G. Marvin.  
WILKINSBURG, PA.  
Wm. M. Turner.  
WILLIAMSPORT, PA.  
Evenden Bros.  
WILMINGTON, DEL.  
A. B. Cartledge, Jr.  
WILMINGTON, N. C.  
Will Rehder.  
WILSON, N. C.  
Starr The Florist.  
WINNIPEG, MAN.  
The King Florist.  
The Rosery.  
WORCESTER, MASS.  
H. F. A. Lange.  
Randall's Flower Shop  
YONKERS, N. Y.  
Richard T. Broderick  
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Transfer Your Orders to

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Deliver orders from any part of the country to

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Central. Personal Attention.

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FLORIST**

**32 NEWBURY STREET, BANGOR, ME.**

We Cover all Points in Maine

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**LEADING FLORISTS**

**38 Dorrance Street**

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DELIVERY ASSOCIATION.**

F. T. D. Members:—

Never before at any holiday was it  
so necessary to remind all our F. T. D.  
members to use their good judgment  
in sending out F. T. D. orders to be  
filled in other towns.

The scarcity of flowers and bloom-  
ing plants warrants all our members  
to eliminate as much as possible small  
orders amounting to \$2.00 or \$3.00 as  
they will be very hard to fill in some  
sections of the country.

Be sure and instruct all your clerks  
taking orders to be delivered in other  
towns, to be frank with their custom-  
ers and state facts. It will save  
trouble and disappointment all around.

ALBERT POCHELON, Secy.

Detroit, Mich.

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Somerville, N. J.—Birchland Gard-  
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Main Store NEW YORK  
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I GUARANTEE SATISFACTION  
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The GREAT WORLD WAR WON but we  
must still back up  
THE GOVERNMENT  
to our uttermost

BUY AND SELL WAR SAVING STAMPS

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**Artistic Designs . . .  
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We cover all Michigan points and good  
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**Cut Flower Establishment**

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Largest Retailer of Cut Flowers and  
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Orders from the Trade for Deliveries  
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**Lexington Ave. and 59th St., New York**

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FLOWER DELIVERIES FOR ALBANY  
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NO ORDERS ACCEPTED FOR LESS  
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**DANKER**

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The best of F. T. D. Service always



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Michigan Ave. at 31st Street

Prompt Auto Delivery  
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INC.  
**NEW YORK** 561 Fifth Ave.  
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Deliveries to Steamers and all Eastern Ports

Orders Filled Day or Night for  
**CLEVELAND**  
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Complete Stock. Regular discount to Trade.  
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**THE SMITH & FETTERS CO.**  
735 Euclid Avenue  
**CLEVELAND, OHIO**  
Flowers of Every Kind in Season

**CLEVELAND**  
**A. GRAHAM & SON**  
5523 Euclid Ave.  
Will take good care of your orders  
Members of F. T. D. Association.

**Retail Deliveries**  
to central Hudson River points, on  
Telegraphic Order.  
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ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
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**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND, Nahant, Mass.**

**WORCESTER, MASS.**  
**Randall's Flower Shop**  
HARRY I. RANDALL, Proprietor.  
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## NEWS NOTES.

New York—R. W. MacNiff has been granted a discharge from bankruptcy by Judge Hand.

Boston—C. A. Tiernan, Revere manager of J. E. Tiernan & Sons, Broadway florists, has been discharged from military duty and has resumed the management of the business.

Cincinnati.—To the list of names of florists' boys from this city and vicinity who are in the service should be added Ray Eck, Walter Eck and Ed. Jackson.

Philadelphia.—Dennis Connor and family have moved into apartments at 5512 Walnut street. His old friends of the Lord & Burnham Co. can find him at that address by mail or telephone. The company has no office here at present.

St. Louis.—We regret to announce the death of the wife and infant son of Alex Suris of the Missouri Botanical Garden.

Mrs. Mina Berning mother of H. G. Berning and wife of John Berning, is dead aged 86 years. The funeral took place Dec. 17th, at St. Marcus Cemetery.

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**CHAS. H. GRAKELOW F.T.D.**  
Everything in Flowers  
Broad Street at Cumberland

**Quality and Reliability**  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.

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Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
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**SMITH, The Florist**  
We deliver by automobile in East, West  
and South Orange, also Glen Ridge, Mont-  
clair, Bloomfield, Newark and New York.

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NOTICE INITIALS. We have one store only

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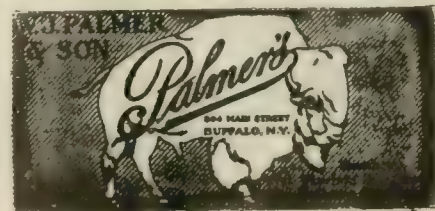
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**TORONTO**  
Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.  
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**Efficient Delivery  
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ALL BOSTON SUBURBS  
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**"THE HOME OF FLOWERS"**  
The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
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We will have in quantity a large supply of

## GOOD BEAUTIES

*Let us Supply you*

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## EDWARD REID WHOLESALE FLORIST

1619 - 21 Ranstead St., Philadelphia, Pa.  
CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

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*Wholesale Cut Flowers  
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## E. G. HILL CO.

Wholesale Florists  
RICHMOND, IND.

Please mention Horticulture when writing.

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WHOLESALE COMMISSION FLORISTS  
Consignments Solicited  
*Hardy Fancy Fern Our Specialty*  
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*The House for Quality and Service*

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We are Wholesale Florists Doing  
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They'll Reciprocate

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2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Dec. 19		ST. LOUIS Dec. 16		PHILA. Dec. 16	
<b>Roses</b>						
Am Beauty, Special	100.00	to 150.00	65.00	to 85.00	50.00	to 60.00
" " Fancy and Extra	35.00	to 75.00	30.00	to 50.00	30.00	to 40.00
" " No. 1 and culls	15.00	to 30.00	12.00	to 20.00	20.00	to 25.00
Russell	10.00	to 50.00	20.00	to 50.00	15.00	to 30.00
Hadley	16.00	to 50.00	5.00	to 25.00	8.00	to 25.00
Mock, Key	16.00	to 50.00	5.00	to 25.00	10.00	to 15.00
Arenberg, Hoosier Beauty	16.00	to 40.00	5.00	to 10.00	8.00	to 10.00
Ward, Hillingdon	16.00	to 40.00	6.00	to 10.00	8.00	to 10.00
Killarney, Key, Taft	16.00	to 50.00	6.00	to 15.00	8.00	to 15.00
Ophelia, Sunburst	16.00	to 40.00	12.00	to 25.00	8.00	to 20.00
<b>Carnations</b>	10.00	to 25.00	12.00	to 17.50	8.00	to 10.00
Cattleyas	30.00	to 100.00	100.00	to 150.00	50.00	to 75.00
Lilies, Longiflorum	16.00	to 25.00	.....	to 25.00	20.25	to 25.00
Lilies, Speciosum	8.00	to 30.00	.....	to .....	.....	to .....
Lily of the Valley	8.00	to 10.00	.....	to 8.00	.....	to .....
Snape dragon	.....	to .....	4.00	to 8.00	.....	to .....
Violets	2.00	to 3.00	1.00	to 2.00	1.00	to 2.00
Stevia	2.00	to 3.00	.....	to .....	.....	to .....
Calendula	2.00	to 4.00	2.00	to 5.00	4.00	to 5.00
Chrysanthemums	25.00	to 35.00	15.00	to 50.00	10.00	to 30.00
Gardenias	.....	to 75.00	.....	to .....	.....	to .....
Adiantum	1.00	to 1.25	.....	to 1.50	.....	to 1.00
Smilax	.....	to 25.00	20.00	to 25.00	.....	to 25.00
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00	to 50.00	50.00	to 150.00	.....	to 50.00

## J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

Wholesale Growers of Cut Flowers

## ROSES, CARNATIONS

AND ALL OTHER SEASONABLE STOCK

Shipping orders have most careful attention always

## WILLIAM F. KASTING Co. Wholesale Florists

568-570 WASHINGTON STREET - BUFFALO, N. Y.



# Flowers, Evergreens, Supplies

Impossible to Get Goods Sufficient for the Holiday Demand. But we can and we do wish a

## MERRY CHRISTMAS

To All and Hope That Prosperity May Now Come to the Trade after a Year of Unprecedented Difficulties. *Always at Your Service.*

**HENRY M. ROBINSON & CO.,** 2 Winthrop Square  
BOSTON, MASS. 32 Otis Street

### Flower Market Reports

**BOSTON** Empty market benches and very scant stocks in the wholesalers' ice boxes emphasize the situation of flower famine that has been prevailing of late and the prices have soared until now they take on a character of unreasonableness and the buying of flowers by the public shows already signs of serious reduction. It is unfortunate that the laudable campaign launched to Say it with Flowers for Christmas should have struck such an unprecedented condition. Plants are all spoken for, long ago, and at values far beyond those in force in any previous season. We shall watch with intense interest the outcome of the next few days. We have an uncomfortable feeling that the market may strike a snag.

No previous reports of **CHICAGO** the Chicago market have ever been written that approach those of the present time in the great disparity between supply and demand, and the consequent high prices now prevailing. It seems almost unbelievable, when one recalls the prices of carnations in other years, to see fifteen, eighteen and twenty dollars per hundred, on the bills in the boxes of carnations going out ten days before Christmas. In spite of high prices, orders continue to come in, showing that the demand is imperative enough to stand the doubling and trebling of former high prices, which leads to the conclusion that all other cities in the central district are having the same difficulty in securing stock. It is not alone that the demand is so unprecedented, nor that the supply is so extremely limited, but that these two conditions occur at the same time. Roses are nearly in the same position and for several days a heavy fog has hung over the city and its growing district outside, making it most im-

### WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Dec. 16	CHICAGO Dec. 16	BUFFALO Dec. 9	PITTSBURG Dec. 16
<b>Roses</b>				
Am. Beauty, Special.....	to 75.00	75.00	to 100.00	60.00 to 75.00
" " Fancy and Extra.....	30.00 to 75.00	30.00 to 75.00	40.00 to 50.00	40.00 to 50.00
" " No. 1 and culls.....	10.00 to 35.00	20.00 to 35.00	8.00 to 15.00	10.00 to 30.00
Russell.....	15.00 to 35.00	20.00 to 75.00	8.00 to 30.00	10.00 to 30.00
Hadley.....	15.00 to 35.00	20.00 to 35.00	8.00 to 15.00	10.00 to 30.00
Euler, Mock.....	15.00 to 35.00	20.00 to 35.00	8.00 to 15.00	10.00 to 30.00
Arenberg, Hoosier Beauty.....	15.00 to 35.00	20.00 to 35.00	8.00 to 15.00	10.00 to 30.00
Ward, Hillingdon.....	15.00 to 35.00	20.00 to 35.00	8.00 to 15.00	10.00 to 30.00
Killarney, Key, Taft.....	15.00 to 35.00	20.00 to 35.00	8.00 to 15.00	10.00 to 30.00
Ophelia, Sunburst.....	15.00 to 35.00	20.00 to 35.00	8.00 to 15.00	10.00 to 30.00
<b>Carnations</b>				
Cattleyas.....	75.00 to 100.00	75.00 to 150.00	60.00 to 75.00	75.00 to 100.00
Lilies, Longiflorum.....	to 20.00	20.00 to 35.00	15.00 to 20.00	15.00 to 20.00
Lilies, Speciosum.....	to 20.00	20.00 to 35.00	15.00 to 20.00	15.00 to 20.00
Lily of the Valley.....	6.00 to 8.00	8.00 to 10.00	8.00 to 10.00	8.00 to 10.00
Snapdragon.....	15.00 to 30.00	15.00 to 30.00	15.00 to 30.00	15.00 to 30.00
Violets.....	to 1.50	2.50 to 3.00	1.50 to 2.00	1.50 to 2.00
Stevia.....	to 1.50	2.00 to 3.00	1.50 to 2.00	1.50 to 2.00
Calendula.....	4.00 to 5.00	6.00 to 10.00	3.00 to 5.00	4.00 to 6.00
Chrysanthemums.....	25.00 to 50.00	20.00 to 50.00	10.00 to 40.00	25.00 to 50.00
Gardenias.....	to 25.00	25.00 to 50.00	15.00 to 25.00	25.00 to 50.00
Adiantum.....	to 1.00	1.00 to 1.50	1.00 to 1.50	1.00 to 1.50
Smilax.....	to 30.00	to 30.00	to 30.00	to 30.00
Asparagus Plu. & Sprea. (100 Bhs.)	25.00 to 75.00	50.00 to 150.00	35.00 to 50.00	30.00 to 75.00

probable that there will be any decided change for the better. Of miscellaneous stock there is little, leaving the buyers mainly dependent upon roses and carnations. Of green, fortunately there is a fairly good supply, good asparagus coming from the south. A few banquets and dinners are creating demand for flowers, but by far the bulk of the trade is for funerals.

Everything that comes **CINCINNATI** in, cleans up quickly.

Prices are about as high, if not higher, than they have ever been in the market except right at holiday time. The supply is far from sufficient for immediate wants. Roses and carnations clean up as fast as they get into the wholesale houses. Lilies and callas are coming in regularly but the daily supply of them is somewhat limited. The chrysanthemum cut is at an end for the year. Stevia cleans up readily. Snapdragon sells on sight. Sweet peas clean up well.

The market is very **CLEVELAND** short of stock and high prices are prevailing. The limited supply, however,

if sold to the highest bidders would bring much more money, but wholesalers are doing their best to be fair to their patrons and at the same time not unmindful to the interests of their growers. Christmas prices will be the highest in the history of the trade. The supply of carnations is fully 50 per cent below normal and roses are far beneath ordinary requirements. Advance orders for the former are being booked at 12c. and roses are listed at from 12 to 50c. Violets are reported scarce and \$3.00 per 100 are being asked for the best doubles and \$2.00 for locally grown singles. Orchids will be available only in limited quantities, except cypripediums, which are plentiful. No lily of the valley is being offered. A small quantity of freesias and paper white narcissus will make it for Christmas. Excellent stevia may be had in abundance. Some choice buddleia meets with a ready sale. Poinsettias are below normal both in quality and quantity. A few lilies and callas are coming in. Plants are in moderate supply but for the most part, growers are booked up for Christmas. Accessories are being employed to a great extent in  
(Continued on page 619)



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Fresh Cut Decorative Evergreens.

Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies  
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FINE ROSES, FANCY CARNATIONS

A Full Line of ALL CUT FLOWERS.  
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A full line of Choice Cut Flower Stock for all purposes.

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Business Here Is Always Good

I NEED MORE FLOWERS. Send your stock here and get  
Top Market Prices

**HERMAN WEISS,** 130 West 28th Street  
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AGENT FOR CARILLO'S CATTLEYAS

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MAURICE L. GLASS, Treasurer

**NEW YORK QUOTATIONS PER 100. To Dealers Only****ROSES AND CARNATIONS**

	Last Part of Week ending Dec. 14 1918		First Part of Week beginning Dec. 16 1918	
American Beauty, Special .....	50.00	to 75.00	50.00	to 75.00
" " Fancy and Extra .....	35.00	to 50.00	35.00	to 50.00
" " No. 1 and culls .....	20.00	to 25.00	10.00	to 25.00
Russell .....	8.00	to 25.00	8.00	to 25.00
Hadley .....	8.00	to 40.00	8.00	to 40.00
Euler, Mock, Key .....	8.00	to 29.00	8.00	to 25.00
Arenberg, Hoosier Beauty .....	6.00	to 20.00	8.00	to 20.00
Ward, Hillingdon .....	6.00	to 15.00	6.00	to 15.00
Killarney, Taft .....	6.00	to 15.00	8.00	to 25.00
Ophelia, Sunburst .....	10.00	to 20.00	10.00	to 20.00
Carnations .....	4.00	to 12.00	4.00	to 12.00

**WE WANT MORE SHIPPERS**

We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

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Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not re-  
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Simple methods of correct accounting  
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Telephone Main 55

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## Flower Market Reports

(Continued from page 617)

funeral work likewise artificial flowerers. A record breaking holiday business is unanimously predicted.

The supply of cut  
**NEW YORK** flowers is very light  
so far this week.

Rose prices are firm with a steady tendency upward, and trade buyers are taking what is offered, with many protests and deprecatory gesticulations. With clear weather the cut of carnations bids fair to be very good and it is a question whether the general results as to market value will be any better next week than they are this week. Business is not brisk and price changes from last week are slight.

Very little change  
**PHILADELPHIA** in the cut flower market since last report. Prices remain about the same and everything in short supply. The prices for Christmas week, which commences on Dec. 19, as announced by the wholesale houses, are very high in nearly all staples, about double last year's figures. Flowering plants are all in retailers hands; nothing left with the growers now, except palms, crotons and other foliage plants. Holly, lycopodium, boxwood and other greens are scarce, and about 25 per cent. higher than last year.

Trade during  
**ROCHESTER, N. Y.** the past week has been very good. Roses are the mainstay of the market. Violets are good and the supply meets the demand. Chrysanthemums although soft still sell readily. Calla and lilies sell well. Carnations are very scarce. Good holly is on the market but will bring a higher price than last year owing to the labor shortage in gathering it. Christmas trade will suffer a loss of the bulbous stock owing to the belated shipment of the Holland bulbs.

Retailers have been kept  
**ST. LOUIS** busy since last report and high prices for flowers continues and in all lines. Greens are in demand at good prices. It would seem that Christmas prices cannot go much higher.

Cincinnati—Otto H. Hoffmeister has been down with the influenza. Fortunately for him he is getting better. Miss Christine Bossmeyer, of C. E. Critchell's, is also confined to her home.

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"  
**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

**118 West 28th St. NEW YORK** **TELEPHONES**  
Farragut 167 and 2666

### NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Dec. 14 1918		First Part of Week beginning Dec. 1918	
Cattleyas.....	50.00	to 100.00	50.00	to 100.00
Lilies, Longiflorum.....	10.00	to 20.00	10.00	to 20.00
Lilies, Speciosum.....	5.00	to 10.00	5.00	to 10.00
Lily of the Valley.....	4.00	to 8.00	4.00	to 8.00
Snape dragon.....	4.00	to 10.00	4.00	to 10.00
Violets.....	15.00	to 2.00	15.00	to 3.00
Dahlias.....	2.00	to 4.00	2.00	to 4.00
Calceolus.....	10.00	to 50.00	10.00	to 50.00
Chrysanthemums.....	20.00	to 75.00	20.00	to 75.00
Gardenias.....	.75	to 1.00	.75	to 1.00
Adiantum.....	18.00	to 16.00	18.00	to 16.00
Smilax.....	15.00	to 30.00	15.00	to 30.00
Asparagus Plumosus, & Sprea (100 bunches).....				

### CHICAGO.

Miss Beatrice Asmus, daughter of Mr. and Mrs. Geo. Asmus, is now in the office of Schiller the Florist, on West Madison street.

The present high prices of cut flowers are putting the growers in better position to pay their coal bills. The after effect on the trade may not be desirable but it is something to have the present taken care of.

The plant trade has needed no extra stimulus in Chicago for several years and especially at the Christmas season, when the plant growers have generally sold out well in advance. But this year several things have combined to make the returns of the plant grower more gratifying than ever. First, the space devoted to growing plants was not cut down as was that of cut flowers, and second, the plants were in bloom before the heavy fog of the two weeks preceding Christmas, which decreased the cut of flowers so greatly. The growers of plants have had no special difficulties to encounter this season except that of obtaining the imported stock, and without any effort on their part the demand for plants has greatly increased, probably more than doubled. The lack of azaleas has been so impressed upon the trade that no great disappointment was felt and the magnificent cyclamen are gradually taking their places as show plants, as well as in hampers. There are a few azaleas which were carried over, and some of them are fine, but the stock as a whole is very limited and cyclamen are practically taking the lead as a Christmas plant. The stock of begonias is large and though more difficult to handle shows up well and sells readily. Poinsettias as ever are favorites and many more would have sold had the growers had

them. Among the novelties offered by the retailers is a little decorated table tree of small branches of natural fir closely wired together and placed in a flower pot. It originated at Schiller's West Side store.

Gardner, Mass.—The large greenhouse bought a few months ago by Mrs. Addie E. Colburn on Lower Park street, has been closed owing to inability to secure coal. Mrs. Colburn purchased the property from Carl Erickson and operated it in conjunction with her greenhouses on Graham street. Owing to government restrictions, it was necessary to curtail the growing of flowers and raise vegetables instead. With a shortage of help on account of the war, it was impossible to go into the vegetable-growing proposition very extensively and the two houses which remain idle represent a loss of income for the owner.

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**CHARLES MILLANG**  
Wholesale Florist  
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ATTENTION VARIETY

**Wired Toothpicks**  
Manufactured by  
**W. J. COWEE, Berlin, N. Y.**  
10,000...\$2.25 50,000...\$9.75 Sample free.  
For sale by dealers.



## PUBLICATIONS RECEIVED.

**Peach Growing**—By H. P. Gould.—H. P. Gould is Pomologist in charge of fruit production investigation, Bureau of Plant Industry, U. S. Department of Agriculture. This book is another and valuable addition to the Rural Science Series which now is quite a library in itself, comprising between forty and fifty volumes on practical farm and garden topics, all edited by that indefatigable worker, Dr. L. H. Bailey, and published uniformly by The Macmillan Company of New York. The field covered is the general one of growing peaches and placing them within reach of the consumer. The history and introduction of the peach into the United States and the development and present extent of the commercial industry are treated comprehensively. Locations and sites for orchards are discussed and the details of propagation, also the preparation of the land, handling of the trees when received from the nursery, planting, and similar operations. Under orchard management are taken up problems such as tillage, cover-crops, green-manure and shade crops, fertilizers, pruning, control of insects and diseases. The final chapters convey useful instructions on picking and packing, transportation, storing and marketing the fruit. The text is freely illustrated by many line drawings and photographs.

**Manual of Vegetable-Garden Insects**, By Cyrus Richard Crosby and Mortimer Demarest Leonard of the New York State College of Agriculture at Cornell University.—Another of the Rural Manuals. One cannot escape wondering, after a perusal of this book where the next writer on the interminable insect topic will find anything new to say, beyond what has been well-covered here. The infinite variety of beetles and their wing markings and spots as shown in the several hundred figures which illustrate the text give to the novice some little conception of the ever-present insect menace and the need of such a manual as a constant companion for the alert vegetable gardener. The principal insects which attack cabbages, cauliflowers, cucumbers and melons, asparagus, potatoes, tomatoes, celery and parsnips, lettuce, peas, beans, beets, spinach, sweet potatoes, sweet corn, etc., and the life-history and habits of each insect are given, its injuries described and the methods of control are discussed. A chapter on insecticides gives an account of the more important materials now em-

ployed with directions for their preparation and use. The classification of the nineteen chapters is somewhat novel and strikes us as a very decided and practical improvement over previous efforts in this field—391 pages.

The Manual of Tree diseases, the third of the new publications in the Rural Manual series is by W. Howard Rankin, A. B., Ph. D., Assistant Professor of Plant Pathology at Cornell.—The diseases of the more common trees of the United States are treated in this volume. The discussions of these diseases are grouped into chapters under the common name of the tree affected, and the chapters are arranged alphabetically. In a general chapter are included discussions of the diseases common to all kinds of trees, such as damping off of seedlings, temperature injuries to leaves and woody parts, smoke and gas injuries, wood rots and the like. The species of trees affected, the geographic distribution, destructiveness and symptoms of the different diseases are presented in full. The casual agent of the diseases is briefly described, and when it is caused by a parasite some details of the parasite's life history and activities are given with suggestions as to control. Special attention is paid to tree surgery. This work gives evidence of much patient scientific research. The index alone fills nearly twenty-eight double-column pages in fine type. 398 pages, in 34 chapters and with 70 illustrations. The price of this, also the two previously mentioned, is net \$2.50 a volume. HORTICULTURE can supply either or all, at publisher's price.

The Page Company, Boston, Mass., have the usual quota of splendid literature for the holidays. The element of patriotism is very conspicuous this year throughout the list and while we acknowledge a prejudice in favor of flowers as the ideal Christmas greeting, yet we would accord to good books the place next to flowers and no one will make a mistake in choosing either history or fiction from the Page offerings. To our mind the best book they have issued this year is *With Old Glory in Berlin*, by Josephine Therese, a very absorbing account of a thirteen months' sojourn and thrilling actual experiences of the author (whose real name is withheld, for obvious reasons) in the heart of Germany during the war period. There is a "Foreword" by Elliot Harlow Robinson in which attention is called to the fact that the author

of the book did not go to Germany as an observer, perhaps better so because her mind was open and unclouded and her observations have added value for that reason. The story shows her to possess a mind of unusual keenness with a quickness of wit and innate poise, through the exercise of which she succeeded in going through what she did during that dark year, in the grimly desperate city of Berlin, living its life and suffering its deprivations and the still harder lot meted out to the alien enemy and finally escaping and reaching home. Her characterization of the Hun, her conclusions as to his true attitude of mind, and what the world has to expect from him, are convincing and valuable. There are 18 superb full page photograph reproductions and the volume, 319 pages, is handsomely bound. Price \$2.00 net, from the publishers or from HORTICULTURE PUB. Co.

*Teaching the Child Patriotism*, by Kate Upson Clark, is a thoughtful and instructive treatise on a timely subject and can be unreservedly commended. *Old Glory* stands out prominently in its pages. The author urges that a child should be taught the value of his own country, how dearly it has been bought, and his duty to serve it; he should learn the ideas of law and restraint and the difference between good government and bad government. Altogether it is a book that shows a most laudable aim in the training of future citizens. It is punctuated with breezy sarcasm and plain talk about the weak spots in our political system and should have a wide dissemination. Price net \$1.00.

*The Strange Adventures of Bromley Barnes*, by Geo. Barton, author of *The Mystery of the Red Flame* and *The World's Greatest Military Spies and Secret Service Agents*. As the foregoing indicates, George Barton's forte in literature is in the way of mysteries and their solution, and clever detective work. The volume just out is a series of twelve fascinating narratives of this description, each complete in itself and with plenty of action, and thrilling situations, some of them of international moment. There are six, full page cuts. Anyone who enjoys stories of startling adventure will be interested in this book. Price net \$1.50.

*"The Story of the Red Cross As Told To The Little Colonel"* is another book, the title of which fully sets forth its scope. The author is Annie Fellows Johnston, well known through



her other works in The Little Colonel Series. This story in its original form appeared in the "Little Colonel's Hero," the fourth volume in the famous Little Colonel Series. The scene is laid in Geneva, Switzerland. The actors are the "Little Colonel," the Major, an old crippled soldier, and a St. Bernard dog. The narrative of the origin of the merciful Red Cross, the unselfish devotion of Clara Barton and Florence Nightingale, how the Alpine dogs were trained to act, and the details of the relief of suffering in many catastrophes makes a graphic and pathetic story which every child should have the privilege of reading and memorizing. The book is handsomely illustrated and the price is \$1.00, three editions being issued within a period of three months.

"Our Little Celtic Cousin of Long Ago." By Evaleen Stein. The latest addition to "The Little Cousins of Long Ago" series, and tenth volume in the list, uniform in appearance with those that have gone before. The story describes the period, ages and ages ago, when the Celtic race had a great empire originally spreading over a large part of Europe and later reduced to the confines of what we now call France and the British Isles and finally to Ireland alone as the chief remnant and reminders of its romantic ways and legends. The scene is laid in the days of the great King Brian Boru and describes his death in the battle of Clontarf during the fierce raids of the Danes. Historical correctness has been carefully maintained and the story is full of engrossing interest for the juvenile reader. Price 60 cents net.

"Marjory The Circus Girl." By Alice E. Allen; illustrated by Harriet O'Brien. Six full page drawings. Quite a different book from what one would infer from its title. A romantic and chatty tale of adventures in the lives of young people in contrasting social stations, through which runs a strong thread of nobility of sentiment and character building and which comes out, as all such stories should, exactly right and home-like and happy for everybody. Just the thing for a holiday gift to a Miss of ten or fifteen years. 209 pages; price \$1.25 net.

"Chatterbox for 1919." As entertaining and cheery as ever. "Chatter-

box" is the acknowledged king of all juvenile books published in the English language. The present volume is all new material and fully maintains the enviable position so long held by this annual publication for the young folks. The stories and illustrations are all especially prepared for this season. In board covers \$1.25 net.

Benj. Hammond's annual compliments in the form of a calendar for the year 1919 have been received and are gratefully acknowledged. The monthly sheets are of substantial proportions so that one may verify dates without a reading glass. All the holidays are duly identified and the various products of the Fishkill factory are given enterprising publicity.

## Obituary

Samuel H. Eaton.

Samuel H. Eaton of Oxford, Me., assistant state horticulturist, was found dead at an early hour Saturday morning, Dec. 7, in his room in Augusta. Death is said to have been due to valvular disease of the heart. Members of the family had been to Winthrop and on returning shortly after midnight saw a light in Mr. Eaton's room. Going to speak to him they found his body on the floor. Mr. Eaton had been in Bangor to deliver an address. His unpacked valise and overcoat were on a chair, indicating that he had expired shortly after entering his room. Mr. Eaton had been with the state agricultural department three years. He was born in Turner, but lived most of his life in the town of Oxford.

David Warwick.

David Warwick, manager of Lord & Burnham Company's Canadian office, died a few weeks ago of pneumonia. Mr. Warwick was connected with Lord & Burnham Company for over twenty years. For the past three years he has resided at St. Catharines, Ontario, where the factory of Lord & Burnham Company is located. Previous to his going to Canada he was manager of the Lord & Burnham Company's factory at Des Plaines, Ill. He was also director in the Lord & Burnham Company in New York. Mr. Warwick was conversant with all parts of greenhouse construction and was a man of integrity and force. The Lord & Burnham Company have lost one whom it will be hard to replace. A widow and four sons survive Mr. Warwick.

## CHRISTMAS SPECIALS

### JAPANESE FRIEZE

The best quality and true Xmas red. Not the pink tint generally offered. In balls of 60 yards, per doz. balls ..... \$12.00

### FRENCH IMMORTELLS

Very best quality. We have a limited quantity in all colors. The true Christmas red.

### VELVET POINSETTIAS

	Per Doz.	Gross
No. 1—Small size.....	\$0.60	\$6.50
No. 2—Medium size.....	.85	9.00
No. 3—Large size.....	1.15	13.00

Numbers 2 and 3 come with foliage and the small size without.

### MAGNOLIA LEAVES

Bronze and green (prepared). The best quality.  
Per carton ..... \$2.00  
Per 100 lb. case..... 24.00

### PINE CONES

Excellent for trimming wreaths, baskets, etc. This season we have arranged to offer them on branches, the stem of which is about 5 inches in length.  
Per 100.....\$2.50 Per 1,000....\$20.00

### FIBRE RIBBON

1 inch, per piece..... \$2.00  
2 inch, per piece..... 3.75  
50 yards to piece.

### RED RIBBON

We offer a large assortment of Xmas red ribbons in all widths and many qualities. Will be pleased to have your order.

### SPECIAL RIBBON

For tying small baskets, wreaths, and trimming plants. Our pattern 42, No. 7 width messaline quality is unexcelled.

**Colors:** } Red, Pink, Nile Blue,  
              } Moss, Yellow, Lavender,  
              } Violet and Delf Blue.  
Price, per piece of 50 yards..... \$2.65  
Excellent Value

### CREPE PAPER

Red, foliage green, pink, blue, violet.  
Per dozen rolls ..... \$4.75  
Per 100 rolls ..... 35.00

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The maintaining of soil fertility should be one of the supreme aims of every farmer. The most universal source of loss is from soil washing. Nothing will do more to prevent this loss than to establish a good system of broad-base terraces. This, in conjunction with a well-planned cropping system, will not only maintain but increase soil fertility. Terracing can be done at any time during the year when the lands are free of growing crops.

### CATALOGUE RECEIVED.

The McCallum Company, Pittsburgh, Pa.—Catalogue of decorative supplies and materials for florists. A well gotten-up illustrated publication.

## A Card This Size

Costs only 60c. per Week  
on Yearly Order

It would keep your name and your specialty before the whole trade.  
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### GREENHOUSE BUILDING PROSPECTS

In a communication to HORTICULTURE Mr. Sefton, president of Hitchings & Co., gives us the cheery information that in commercial lines he looks for immediate business in the improvement of existing plants. He believes that the experience just passed through has brought to the attention of growers the benefit of efficient plants, more than ever before. The builders are giving close attention to the economical operation of greenhouses and are expecting a great deal of business upon the lines of improvement in existing establishments.

As to private conservatory work, his opinion is that the development of the larger private places may be delayed for some time, the excessive income tax undoubtedly having a bearing on the wealthy men, as to building large greenhouses and other undertakings which mean more responsibility and expense of upkeep. Indications are, in Mr. Sefton's judgment, that the future of private greenhouses for some time to come, will be in the development of smaller places, employing one or not over two gardeners, and say from two to three acres of ground.

### GREENHOUSES BUILDING OR CONTEMPLATED.

Henderson, Ky.—W. O. Connell, one house.

Cedar Falls, Ia.—W. R. Reisinger, carnation house.

Clinton, Mass.—Irving W. Dix, superintendent of the E. W. Breed nurseries at Four Ponds, sailed from New York on the Euripides, Tuesday, Dec. 7, for overseas work under the auspices of the Y. M. C. A. Mr. Dix enlisted last August in this work but was not called until the middle of November. Since then he has been in New York training and waiting for sailing orders.

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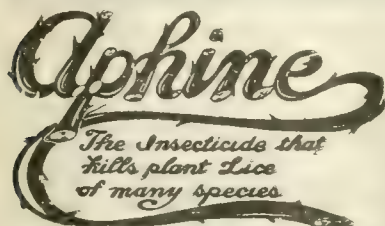
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By M. G. KAINS

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# HORTICULTURE

Vol. XXVIII

DECEMBER 28, 1918

No. 26

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## POPULAR CHRISTMAS PLANTS



A WELL GROWN WHITE CYCLAMEN

### FORESTS AS WAR MEMORIALS.

Town memorial forests in honor of the men who have taken part in the war are suggested by Massachusetts State Forester F. W. Rane as part of a plan for an "over the top" movement to improve the woodlands of this State. He has asked town clerks to incorporate an article to this effect in the warrants for their annual town meetings. He also is sending a public letter to "Friends of Forestry" asking assistance in the "over the top" forestry undertaking.

It is Professor Rane's idea to give wholesome remunerative outdoor work to returning soldiers who desire it.

He says that the Forestry Department stands ready to give personal advice and assistance to individuals as well as to towns, and will go so far as to accept gifts subject to the approval of the Governor and Council in establishing State memorial forests should anyone interested desire to finance the same. Forests can be established in many sections of the State for from \$20 to \$40 an acre. This includes purchase of land, cost of trees and labor of planting.

"It will be remembered that when the State forester was given \$100,000 by the Legislature a few years ago to aid the unemployed the work was

planned and carried out well, with good results. With physically fit, red blooded young Americans, who prefer, for the time being at least, an outdoor life, it is believed a great amount of really good forestry work could be done. Practically three-fifths of the acreage in this State is forest land. Much of this area is practically scrub growth, and much of the remainder needs planting or renovating. The State forester has five State forests recently acquired in different parts of the State where a large amount of planting should be done next spring. Fortunately we have a fine quantity of nursery stock in our nurseries ready for use.



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Effective on and after June 1, 1919, Quarantine No. 37 of the Federal Horticultural Board excludes all plants having soil at their roots from entry into the United States. HORTICULTURE has from the first opposed the drastic action of the Board, which has now become law. We believe that while some further protection was necessary, the present law goes altogether too far in excluding as it does many classes of plants which have been imported for a century or longer without having caused the slightest offense. The embargo, unless modified, will work irreparable loss to all branches of commercial horticulture. The few nurserymen who advocated such exclusion with the expectation of getting by it protection against import competition to some particular line of their own beyond what a proper tariff would afford, may yet have reason to regret the course they took.

## Happy New Year

We are now near the close of the most eventful year in our existence—a year full of tragedy and probably the most momentous period in human affairs since the beginning of the Christmas era. Before the next issue of HORTICULTURE can reach its readers 1918 will have passed into history and we shall have extended to one another our more or less hearty good wishes for the new year now about to cross the threshold. Let us all, in this happy time, when universal peace has at last dawned upon the world, individually bury in oblivion forever, all animosity, all resentment and all desire to inflict injury on our fellow man who may have for real or imaginary reasons incurred our personal displeasure. Let this be the starting point of a new relationship in our attitude and intercourse with one another. Let us, too, in the flower business, take to heart the admonition which we have tried to impress upon the public, and "Say it with Flowers" as far as possible in our dealings with our fellow-florists—not the flowers of commerce but the flowers of kindness, of sincerity, of charity for all and malice toward none.

## A new deal

Although the Christmas trade rush is now a thing of the past, geographical limitations make any comprehensive account of its experiences, lessons or outcome impossible at this time. This is an exceptional year for everybody, and for the florist especially the situation has been unprecedented. In fact, conditions in horticultural industry as now shaping up are no less than revolutionary, and anyone who aspires to conduct a well-ordered and prosperous holiday business next year and the years following will do well to look deeply and earnestly into the developments which this season has brought out. He whose breadth of vision and depth of thought can get no farther in sizing up the situation than the stereotyped and stupid "50 per cent more than last year," "about the same as last year," etc., does not count. There are many factors to be reckoned with in our future planning that have never before intruded themselves. Some are already apparent; others are yet to come. But let nobody fool himself that, now the war is ended, florists and horticultural practice are to drop back again into former ruts "It can't be done."

## A hopeful sign

From an English correspondent we learn of a remarkable transition in the horticultural trade in his country since the signing of the armistice. Nursery stock is in great demand and supplies are insufficient. This is especially true of roses and rhododendrons, both of which have been curtailed by shortage of labor necessary to their production. Revival of business will undoubtedly come here with the opening of the planting season, as it already manifests itself in England, where planting is usually carried on all through the winter. Let us take courage and get ready.



# SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

## National Publicity Campaign

During the months of January and February, our committees have arranged to run a series of six advertisements through about twenty-eight magazines of national circulation, some being given three insertions, and others two. One insertion through the whole list will give us an aggregate circulation of 10,000,000 without taking into consideration the fact that the number of readers, as generally computed, will provide a circulation at least four times as great. The other insertions will be in the same proportion.

To get the full benefit of this widespread publicity, florists who are wise will connect their establishments with the magazine advertising by running replicas of these advertisements

in their local newspapers, over their own names. To make this possible, our Promotion Bureau is preparing electrotypes, to fit a two-column space in any newspaper, which are reproductions of the magazine advertisements. Each carries our slogan, "Say it with Wlowers" as a display headline, and a suitable illustration, with one of the following subheads to appropriate reading matter: "For Weddings"; "On St. Valentine's Day"; "For the Sick Room"; "On Her Birthday"; "On His Birthday"; and "For Gifts."

The plates occupy less space than those previously put out by the Bureau, and may be used as auxiliaries to the other series. Proofs of the plates and other information regarding this publicity may be had upon request made to the secretary.

Start the New Year well by connecting personal effort with the efforts of the committees, and the demand for flowers is sure to increase. In the year just closing, the beneficial results of the campaign publicity have been surprisingly noticeable, and with all dark clouds behind us and a clear business horizon before us, he would indeed be a pessimist who could doubt the efficacy of a strong, vigorous and lasting campaign for publicity for flowers.

Contributions toward the expense of the 1919 campaign are now most welcome. Make a decision to help us one of your New Year's resolutions.

JOHN YOUNG, Sec.

1170 Broadway,  
New York City, N. Y.  
December 21, 1918.

## OVER THE HILLS OF HOME.

Laddie, little laddie, come with me  
over the hills,

Where blossom the white May lilies,  
and the dogwood and daffodils;  
For the Spirit of Spring is calling to  
our spirits that love to roam

Over the hills of home, laddie, over  
the hills of home.

Laddie, little laddie, here's hazel and  
meadows rue,  
And wreaths of the rare arbutus,  
a-blowing for me and you;  
And cherry and bilberry blossoms,  
and hawthorn as white as foam,  
We'll carry them all to mother, laddie,  
over the hills at home.

Laddie, little laddie, the winds have  
many a song,  
And blithely and bold they whistle  
to us as we trip along;  
But your own little song is sweeter,  
your own with its many trills;  
So, whistle a tune as you go, laddie,  
over the windy hills.

Laddie, little laddie, 'tis time that the  
cows were home.  
Can you hear the kingle-klangle of  
their bells in the greenwood  
gloom?

Old Rover is waiting, eager to follow  
the trail with you.  
Whistle a tune as you go, laddie;  
whistle a tune as you go.

Laddie, little laddie, there's a flash  
of a bluebird's wing!  
O hush! If we wait and listen we  
may hear them carolling.  
The vesper song of the thrushes, and  
the plaint of the whip-poor-wills—  
Sweet, how sweet is the music, laddie,  
over the twilit hills!

Brother, little brother, your childhood  
is passing by,  
And the dawn of a noble purpose I  
see in your thoughtful eye.  
You have many a mile to travel and  
many a task to do;  
Whistle a tune as you go, laddie,  
whistle a tune as you go.

Laddie, soldier laddie, a call comes  
over the sea;  
A call to the best and bravest in the  
land of liberty,  
To shatter the despot's power, to lift  
up the weak that fall.  
Whistle a call as you go, laddie, to  
answer your country's call.

Brother, soldier brother, the Spring  
has come back again,  
But her voice from the windy hilltops  
is calling your name in vain;

For never shall we together 'mid the  
birds and the blossoms roam  
Over the hills of home, brother, over  
the hills of home.

Laddie! Laddie! Laddie! "Some-  
where in France" you sleep,  
Somewhere 'neath alien flowers and  
alien winds that weep.  
Bravely you marched to battle, nobly  
your life laid down.  
You unto death were faithful, laddie;  
yours is the victor's crown.

Laddie! Laddie! Laddie! How dim  
is the sunshine grown,  
As mother and I together speak softly  
in tender tone!  
And the lips that quiver and falter  
have ever a single theme,  
As we list for your dear, lost whistle,  
laddie, over the hills of dream.

Laddie, beloved laddie! How soon  
should we cease to weep  
Could we glance through the golden  
gateway, whose keys the angels  
keep!  
Yet love, our love that is deathless,  
can follow you where you roam,  
Over the hills of God, laddie, the beau-  
tiful hills of Home.

—From poems by Lilian Leveridge,  
published by McClelland, Goodchild  
& Stewart, Toronto.



## CLUBS AND SOCIETIES

### NEW ENGLAND NURSERYMEN'S ASSOCIATION.

The seventh annual convention of the New England Nurserymen's Association will be held at Hotel Bellevue, Boston, Tuesday and Wednesday, January 28th and 29th, 1919.

A program has been arranged which it is expected will attract wide interest among the growers of trees and plants in New England, inasmuch as important topics are to be discussed by able speakers. Among the more important are the "Proposed Quarantine on Importation of Nursery Stock" recently approved by the secretary of the United States Department of Agriculture, and which is to take effect on or after June 1st, 1919, the "New Rules Effecting Transportation," and "New Laws Relating to the Distribution of Nursery Stock in Interstate Commerce." The latter will be discussed by Curtis Nye Smith, Esq., of Boston, Counsel for the American Association of Nurserymen. Perhaps the most interesting feature to the general public will be the illustrated lecture to be held Tuesday evening, the subject being "How can we make New England more Fruitful and more Beautiful?" Another timely topic for discussion which will interest all growers will be presented by Mr. William H. Judd of the Arnold Arboretum. His subject will be "New Ornaments of Real Merit Nurserymen Should Grow." The war has brought changes to nurserymen as well as to those in other lines of trade, and under the new conditions it will be necessary to grow a wider range of hardy ornamental trees, shrubs and plants to take the place of those, as far as possible, which have heretofore been imported from foreign countries.

### WESTCHESTER AND FAIRFIELD HORTICULTURAL SOCIETY

The annual meeting was held in Greenwich, Conn., December 13. The following named officers were elected for 1919: President, William Graham, Greenwich; vice-president, Thomas Atchison, Mamaroneck, N. Y.; financial secretary, John D. Wilson, Greenwich; Robert Williamson and John Conroy were unanimously chosen to succeed themselves in the offices of treasurer and corresponding secretary, respectively; executive committee, William Whitton, John Orr, James Tough, Alex. Smith and John Forbes. Awards were made as follows: bou-

vardia from William Graham 1st prize and cultural certificate; roses from James Stuart 2nd; carnations from W. Smith 3rd; begonias and roses from Robert Williamson, highly commended; *Cypripedium insigne* from W. Smith and carnations from W. Morrow highly commended; single seedling chrysanthemums from Alex Geddes, certificate of merit; collection of vegetables from James Stuart, highly commended; flint corn from Thomas Ryan, cultural certificate. Robert Williamson read his annual report, which received a hearty vote of thanks.

JACK CONROY, Cor. Sec.

### CHRYSANTHEMUM SOCIETY OF AMERICA.

#### Report of New Chrysanthemum.

Chicago, Dec. 9.—Exhibited by E. H. Mazey, Minneapolis, Minn., Pompon variety; "Agnes Mazey," bronze, scored as follows: Color, 37; form, 18; stem and foliage, 19; fullness, 17—total, 91.

The variety from Wm. Whitton, Greenwich, Conn., published as Alex Clarke, should be Alex Clarkson.

CHAS. W. JOHNSON, Sec.

At a meeting of the Dutchess County Horticultural Society held in Poughkeepsie, N. Y., officers for the ensuing year were elected as follows: George Saltford, president; William Marshall, of Staatsburg, vice-president; N. H. Cottam, of Wappingers Falls, secretary; George W. Sweet,

treasurer. Mr. Saltford is superintendent of parks in this city. A schedule of prizes was arranged for exhibits of flowers at the monthly meetings of the society. There will also be question boxes to be answered by the members at these meetings, and in this and other ways the society plans to progress.

### CATALOGUES RECEIVED

The Carnation Support Co., of Connersville, Ind., have sent out a neat circular to the trade of their new self-tying flower supports, for roses, chrysanthemums, etc., and other allied specialties.

Holmes-Letherman Seed Co., Canton, O.—Holco Quality 1919 Seed Book. Quite an enterprising catalogue, 100 pages fully illustrated and covers showing vegetables and flowers in natural colors.

Weeber & Don, New York.—Novelties and specialties for 1919. Asters, sweet peas, pansies, mignonette, gladioli and other things specially in the needs of the gardener and the florist are included in the very practical list of desirable novelties.

### ST. LOUIS.

Oscar Ruff of Bergstermann Floral Co. has returned to his post.

St. Louis Seed Co. disposed of a carload of the finest berried holly seen here in many a day; also mistletoe.

Alex. Laurie, horticulturist at Shaw's Botanical Garden, has left for New York state on a holiday vacation.

### POPULAR CHRISTMAS PLANTS



BEGONIA CINCINNATI



## THE PLANT IMPORT TANGLE.

HORTICULTURE, Boston, Mass.

Mr. Editor:—I enclose a cutting from the English trade paper, "Horticultural Advertiser."

## EXPORTS TO THE U. S. A.

Following our note on this subject in last issue, judging from the reports in the American press, it seems only too probable that in the very near future imports of plants, trees, etc., from England and the Continent will be practically prohibited. Certain articles which the trade over there are unable to produce at present in sufficient quantity, such as stocks for working, etc., will be admitted under restrictions, all trees and plants carrying balls of soil will be rigorously excluded. The articles to be admitted are as follows:—

- (1) Lily bulbs, lily of the valley, narcissus, hyacinths, tulips and crocus, free from balls of soil or earth.
- (2) Fruit stocks, seedlings, cuttings, scions, and buds of fruits for reproduction purposes.
- (3) Rose stocks for reproduction purposes, including Manetti, Multiflora, Brier Rose, and Rosa Rugosa.
- (4) Nuts, including palm seeds, for oil or reproduction purposes.
- (5) Seeds of fruit, forest, ornamental, and shade trees, seeds of deciduous and evergreen ornamental shrubs, and seeds of hardy perennial plants.

If these proposed regulations become law, they will hit the French and Dutch trade pretty hard, and also a number of our own firms who make a specialty of export trade, but probably the chief sufferers will be American nurserymen who depend upon Europe for supplies of young stuff for growing on.

The movement is being engineered by a party of scientific and would-be scientific cranks, and the ranks of the trade over there are apparently too divided to make such a solid opposition as would have any chance of success.

They seem to hit the mark with their finale. When will our florists wake up to some real action? Prompt and energetic protest with the different congressmen can surely put Secretary Houston to do some thinking of his own, instead of referring a matter of such vital importance to the general trade of the country to the five men constituting the Federal Horticultural Board. Are we as a trade of some 10,000 or more florists of experience to submit quietly without protest? If you will repeat in your paper Section 6 and Section 7 of the original Quarantine act, then slowly dissect the conditions of Section 7, it may appear to the trade in general that the Board is overstepping with its present latest rulings. Their intentions are all right enough, but that does not say that they are free from erring. Neither is the opinion of their

## CHRISTMAS BERRIED PLANTS



ARDISIA, SKIMMIA, SOLANUM AND "BIRD'S EYE" PEPPER

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Rochester, N. Y.—Cecil Lester, of Geo. B. Hart's, is suffering with the influenza.

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## SOME GOOD SHRUBS.

A correspondent asks the *Bulletin* to name the twelve best shrubs of recent introduction. The task is not an easy one, for two persons rarely agree in their opinion of the merits of any plant for any particular purpose. The best shrubs in the sense which our correspondent means are those which will be hardy over a large part of New England and the middle and middle western states, that is in those parts of eastern North America where gardening is most practiced. This means that Rhododendrons, Azaleas and other plants of the Heath Family must be excluded from the list, for plants of this family will not grow in soil impregnated with lime. The selection is more difficult now than it would have been a year ago, for the past winter has hurt some of the shrubs which might have been included in such a list but which have not been able to support the excessive cold to be expected occasionally in the northeastern states. As they were uninjured by the cold of last winter the following twelve shrubs may at least be considered hardy whether all our readers approve or not of our selection. In our opinion four of the Cotoneasters of western China must be included in any list of the twelve best shrubs of recent introduction; they are *C. hupehensis*, *C. multiflora* var. *calocarpa*, *C. racemiflora* var. *soongorica*, and *C. nitens*. *C. hupehensis* is a broad, tall and shapely shrub with bright green leaves and white flowers which make the plant as conspicuous as any Spiraea. The flowers are followed by small scarlet fruits which are a good deal hidden by the leaves. *C. multiflora* var. *calocarpa* is a large shrub with slender, gracefully arching stems, and blue-green leaves. The flowers are borne in erect clusters on short lateral branchlets which rise above the arching stems, and few shrubs are more graceful in habit or more charming in the arrangement of their flowers; the fruit is scarlet and about a quarter of an inch in diameter. *C. racemiflora* var. *soongorica* is also a large and vigorous shrub with arching stems. The flowers are white and a little larger than those of *C. hupehensis*; the leaves are dull blue-green in color, and the fruit is large and showy. Many persons consider this the handsomest of the Chinese Cotoneasters. *C. nitens* is also a large broad shrub; the leaves are dark green and very lustrous; the flowers are red, and the fruit is black. Of these four Cotoneasters the last has the handsomest foliage but the smallest flowers and fruit.

Two Roses can properly find a place in this list of twelve shrubs, the Chinese *Rosa Hugonis* and the Korean *R. Jackii*. The former has pale yellow flowers and has often been described in these *Bulletins*; it is one of the handsomest of all single-flowering Roses and one of the most important introductions of recent years. *Rosa Jackii* bears clusters of white flowers like those of *R. multiflora*, but the flowers are nearly twice as large and open two or three weeks later. This is one of the last of the Roses to flower here.

Two Lilacs recently described in these *Bulletins*, can be included in the list, *Syringa Sweginzowii* from northern China and *S. reflexa* from western China. *Diervilla florida* var. *venusta*, introduced a few years ago from Korea, is perfectly hardy and the handsomest of all the species, varieties and hybrids of *Diervilla* in the large Arboretum collection. It can fairly be considered one of the best shrubs introduced into this country by the Arboretum in recent years. *Prinsepia sinensis* from northern China properly finds a place in this list. It is perfectly hardy; the leaves unfold earlier in the spring than those of any other shrub in the Arboretum and are soon followed every year by innumerable yellow flowers. The hardness, rapid growth, sturdiness and the abundant spines on the stems should make this a good hedge plant.

Of the numerous species of the genus *Corylopsis* cultivated in the Arboretum only the Japanese *C. Gotoana* escaped serious injury last winter. Like all the species of this genus, it bears drooping clusters of yellow flowers which appear before the leaves, which resemble those of the Witch Hazel to which *Corylopsis* is related. This beautiful shrub has flowered here now for several years and has shown itself worthy of a place among the best plants of recent introduction.

The list can be completed with *Aesculus georgiana* and *Spiraea Veitchii*. The former is a dwarf Buckeye from central Georgia, with compact clusters of large red and yellow flowers. This shrub was introduced into gardens by the Arboretum and has now flowered here for several years. As it was not injured by the

cold of last winter it can probably be considered hardy in Massachusetts. *Spiraea Veitchii* is one of the plants discovered by Wilson in western China. It is a large shrub sometimes ten or twelve feet high, with gracefully arching stems above which the wide clusters of white flowers stand at the ends of short lateral branchlets. It is one of the latest of the white-flowered Spiraeas to bloom and is now in flower in the Arboretum where it has proved entirely hardy.

The fruits of *Acer tataricum* are already bright red and make this little tree a conspicuous and attractive object. The bright blue fruits of *Lonicera coerulea* and its numerous geographical varieties, and the scarlet, red and yellow fruits of the Tartarian Honeysuckle and its varieties and hybrids are now ripe. And from now until March persons interested in the handsome fruits of trees and shrubs can find them in great variety in the Arboretum.—*Arnold Arboretum Bulletin*.

## TREES, SHRUBS, VINES and HERBACEOUS PERENNIALS

By JOHN KIRKEGAARD

Formerly Assistant to Director of the Royal Botanical Gardens, Copenhagen, Denmark. Latterly Twenty Years in American Forestry and Botanical Work.

Assisted by DR. H. T. FERNALD, Professor of Entomology Massachusetts Agricultural College and Entomologist, Massachusetts Agricultural Experiment Station,

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## IMPORTANT SHIPPING DECISIONS

### WHEN GOODS REACH YOU IN BAD CONDITION.

Dayton, Ohio.

I have been reading certain articles from your pen regarding goods sold f. o. b. the shipper's station, and goods sold delivered to the buyer, as to the difference which this made in the cases where the goods were lost or damaged, and making claims on the railroad, etc., and have a case now which bears on that to some extent. If you think it would be interesting enough, I would like to have you notice it in your column.

I ordered some goods from a Chicago jobber about one month ago. The terms were sight draft, bill of lading attached. The goods were delayed and consequently the draft got to the bank and was presented to me, before the goods arrived. Thinking it all right, I paid the draft, but the goods did not arrive for ten days after. When they arrived I had them examined and found they were in bad condition, and refused to receive them. As the shipper also refused to receive them back, the railroad sold them for the freight charges. I have paid for these goods, but have nothing to show for it. The shipper refuses to give my money back, claiming that the goods were all right when delivered to the railroad for shipment to me, and that title passed to me when the goods were delivered to the railroad, therefore, after that the loss is mine. They say I must sue the railroad company to collect my damages. It has taught me a lesson never to pay for goods before seeing them again, but I should like to know where I stand in this case, as I have about \$500 tied up.

R. G.

My judgment is that this correspondent can probably not recover his money from the Chicago jobber. While it is well settled in the law that every buyer of merchandise is entitled to a reasonable time to inspect the goods before his right of rejection is gone, nevertheless, if the goods were all right when delivered to the railroad, the fault is the railroad's and not the shipper's.

But if it cannot be proven that the goods were all right when delivered to the railroad, the buyer can reject when they reach him, if he finds they are in bad shape. This rule is not affected by the fact that technically title may have passed to him upon delivery to the railroad. Let me clarify that by an illustration: A, a retailer in Springfield, Ill., buys goods of B, a Chicago jobber, f. o. b. the shipper's station. Under the law, title to those goods passes to A, the buyer, at the instant B delivers them to the railroad, and after that the goods are his

and the risk of loss or damage is his. As I have before explained, if they are lost or damaged, B can still compel A to pay in full. The goods reach A's town and the railroad company notifies A they are there. A has had no chance to inspect them before, and he now inspects them, finding that they are in bad condition and not usable for his purpose. He rejects them and refuses to pay, in spite of the fact that title passed to him upon B's delivery to the railroad. If he is sued by the seller, the question whether he will have to pay will depend on

1. Whether the goods were in bad shape when they reached him, and particularly

2. Whether they were in bad shape when delivered to the railroad.

If both these questions are decided in the affirmative, the court will say he need not pay. If No. 1 is decided in the affirmative, he will still have to pay if No. 2 is decided in the negative.

Let me quote on this point from a leading case:—

The general rule is that a delivery of goods to a carrier (railroad), pursuant to a contract of sale, is a delivery to the buyer sufficient to pass title to the goods, and the carrier at once becomes the agent of the buyer. *Braunn vs. Keally*, 146 Pa. 519; *Perlman vs. Sartorius & Co.*, 162 Pa. 320; to whom the latter must look for resulting damages while the goods are in transit: *Dannemiller vs. Kirkpatrick*, 201 Pa. 218. Consequently, in absence of circumstances indicating a contrary intent, if defendant (the shipper) in the present case delivered the meat to the carrier in good condition, properly packed and refrigerated, in view of the distance it must travel, and gave proper instructions as to re-refrigeration if needed in the course of transit, defendant's duty was fully performed and its responsibility ended on such delivery, and it was no longer concerned in the question of delay or damage on delivery: *United Fruit Co. vs. Bliese*, 25 Pa. Superior Ct. 170. Even though we assume title passed upon delivery to the carrier, the contract was still subject to cancellation up to the time of delivery and inspection unless an opportunity to inspect was given before delivery. The only opportunity available for this purpose was on its arrival at plaintiff's place of business, and not until that time could its condition be ascertained. Upon reaching its destination plaintiff was entitled to a reasonable opportunity to inspect, and having done so without delay and discovered the shipment to be in an impossible condition and not in accordance with the guaranty, it was justified in refusing to accept; and

upon giving prompt notice of such refusal, the meat was held by the railroad company at the risk of the shipper.

In the case I quote from, however, there was no evidence that the goods were in perfect condition when delivered to the railroad. If there had been such evidence, the ruling would doubtless have been different.

It seems a little inconsistent to say that the buyer can reject the goods after they have become his, but it really is not, for unless inspection has been made before shipment, which is almost never done, title passes to the buyer, under the law, subject to the buyer's right, if he finds the goods in bad condition, to throw the title back again.

But—this is an important exception and I, therefore, repeat it—if *the seller could show that they were in good condition and as ordered when delivered to the railroad, he could compel the buyer to pay for them*, and the latter in that case would have to get his damages from the railroad. In other words, the law will not make the shipper pay for damages which he did not cause.

### DECISION WORTH REMEMBERING

A case has just been decided by the Appeal Court of Pennsylvania which directly involves the law controlling the shipment of goods from State to State, as it exists everywhere. Therefore, while it was the decision of a State Court, it represents the law all over the United States.

The case has to do with the proper manner of making claims on railroads for lost or damaged goods. As all readers hereof probably know, every shipment of freight over a railroad is represented by a bill of lading, which is given by the railroad to the shipper and contains the terms and conditions of the contract of shipment. The railroad, the consignor and the consignee are all bound by whatever is in the bill of lading.

The uniform bill of lading which is now in use practically everywhere, contains the following as to the *time and manner* of presenting claims for lost or damaged goods:—

Claims must be made in writing to the carrier at the point of delivery or at the point of origin within four months after delivery of the property, or in case of failure to make delivery, then within four months after a reasonable time for delivery has elapsed.

Many a claim has been lost because



of carelessness in not making claim in writing within the four months. A large number of those losses happen in this way: A man expects five barrels of something and only four come through. He gives verbal notice to the agent at the delivering point and the agent promises to look it up. "Looking up" claims against a railroad is a matter of months, often years, and before a consignee knows it, months have passed without collection. During this period he may or may not have jogged the agent's memory, always getting a promise from the agent to go after it.

Finally, nothing happening, the consignee decides to sue and is met right at the outset by the defense that he has not made his claim in writing within four months. Of course the railroad knows about that clause and never loses sight of it. If it can keep you dragging along for more than four months without anything written having been filed, it is safe and need never pay your claim. If I had one-hundredth part of the money that has been lost through carelessness on this one point, I should never need to write another word.

Under the old law it was sometimes possible for the consignee to get around the fact that he had not filed written claim within four months, by pleading that the railroad, by accepting his verbal claim and investigating it, had led him to believe that no written claim would be necessary; in other words, that the railroad had waived the requirement as to written claim.

The law now, however, is that the railroad cannot waive the requirement, even though it were willing to, and that nothing that it does, not even an express agreement to waive, could be allowed to constitute waiver. The reason for this is that under the law railroads are supposed to be operated with absolute equality to all—equality as to rate, and equality as to privilege. If a railroad were allowed to waive a requirement as to one shipper which it could enforce as to another, the equality which the law aimed at would be destroyed.

The Pennsylvania case which I have referred to (*Concordia Co. vs. Pennsylvania R. R. Co.*, 69 Pa. Superior Court, 361) decides flatly that for the reason given above a railroad cannot waive the provision requiring written notice of loss or damage within four months. I reproduce the following from the decision:—

Plaintiff sues to recover the value of certain goods delivered to the defendant for transportation from Philadelphia to Montreal. The bill of lading contained a stipulation that "claims must be made in writing to the carrier at the point of delivery or at the point of origin within four months after delivery of the property, or, in case of failure to make delivery, then within four months after a reasonable time for delivery has elapsed." By agreement of counsel it was admitted the goods were totally lost in transit and that the period in which notice must be given ended on November 26, 1915. No written notice of claim was sent to the defendant, but it was argued by the plaintiff that the defendant had by its conduct, waived the requirement of a writing. The circumstances and dealings of the parties were proved and the question was left to the jury whether they showed a waiver of written notice. The jury found for the plaintiff.

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It will not be necessary to enter into an elaborate review of the Federal legislation of recent years fixing the status of shipper and carrier nor of the many decisions of our highest legal tribunal expounding and applying such legislation to the many questions that have arisen thereunder. A study of these cases and a brief reference to but two of the most recent ones convinces us that the question involved in the present case must be disposed of as a Federal question, and necessarily our judgment must follow the path marked out by the highest authority. . . . The parties could not waive the terms of the contract under which the shipment was made pursuant to the Federal act; nor could the carrier by its conduct give the shipper the right to ignore these terms which were applicable to that conduct, and hold the carrier to a different responsibility from that fixed by the agreement made under the published tariffs and regulations. A different view would antagonize the plain policy of the act and open the door to the very abuses at which the act was aimed.

This decision is most important, in that it means that a man who has a claim against a railroad for lost or damaged goods can no longer rely upon the apparent willingness of the company, or even upon its promise, if it made one, to adjust the matter without written claim filed within four months. He must file his claim, and in writing, within four months, or he is gone. He would be gone even if the railroad did not defend on that ground in court, though of course it would do so, because the court would itself be obliged to take notice of the failure to comply with the bill of lading.

(Copyright, December, 1918, by Elton J. Buckley.)

### A BEAUTIFUL STATE CAPITAL.

It is the good fortune of Harrisburg to be the capital of a State which though too often sadly misgoverned, is still disposed to do the handsome thing by its seat of government. This fact is brought out strikingly in the sketches published of the proposed improvement of the extension of Capitol Park, which presents a remarkable opportunity for the beautification of the city on the Susquehanna. The ground embraced in this extension has been purchased by the Commonwealth at an expense of over \$2,000,000, and cleared of the very shabby buildings which long covered it. The removal of these gives a space of nearly 30 acres in the rear of the Capitol, a splendid opening for the best work of competent architects and landscape gardeners. The plans prepared for the utilization of this area, including a fine memorial bridge over the tracks of the Pennsylvania Railroad, seem to be well designed and judicious. It will fall to the Sproul administration to see that these are carried out without any of that graft and scandal which made the construction of the new Capitol so painful a matter to honest persons.

The location of Harrisburg is such that it ought to be made one of the most beautiful of the smaller cities of the country, especially when back of it stands a Commonwealth ready to spend millions for improvements. The frontage on the Susquehanna, of which such excellent advantage has been taken in the parking of the river bank, suggests the extension of that work. Back of the city lie hills affording glorious views and available for residential sections of the best type. The lordly Susquehanna, so broad and so picturesque, with its islands and vistas of mountains, is an asset of incomparable value. Happily for the good of the community, it has had municipal administrators who have realized all

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these possibilities, and who have been glad to co-operate with the State authorities in bringing City and State improvements into entire harmony. A continuation of such co-operation, as applied to the treatment of the Capitol Park extension, ought to produce the happiest results. It is not too much to hope that as Harrisburg grows in beauty it will exercise a refining and uplifting influence upon the Solons who gather there for biennial tinkering of the State laws. Amid such attractive surroundings they may in time attain to wisdom and political independence. Let us at least believe in such a possibility. In the meantime, the good people of Pennsylvania will be glad to see the Capitol improvements pressed as rapidly as possible and brought to a finish without a suspicion of any scandal.

—*Philadelphia Record.*

From the old boss-ridden state of Pennsylvania it is a relief once in a while to hear a good word, especially if the same applies to our dearly beloved cult—horticulture. In thirty years we have not heard a better indication of the old progressive spirit of the pioneers, from Bartram down, and that there still exists among them that spirit than is shown by the fine editorial from the *Philadelphia Record* reprinted herewith. The strong point is its recognition of the mental effect of good horticulture on the minds of the average man, no matter what cave he comes from to the state capital. We commend this to the attention of every state in the union. It is easier to start a fire for the young ones than for the old ones to blaze out of their ashes!

Pennsylvania is old—the Keystone state—and like New England, long held sway in horticulture, but from the state, since policies got too one-sided, horticulture has been little thought of by the powers that be. Now we are glad to see a rift in the blackness by this fine recognition of what horticulture means in human culture and happiness. May the Phoenix rise from its ashes and may Pennsylvania once more become a leader in progress and refinement.

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440 Main St., Buffalo, N. Y.  
ANDERSON service means fresh, sturdy  
Stock and prompt deliveries in BUFFALO,  
LOCKPORT, NIAGARA FALLS and  
WESTERN NEW YORK.  
Member Florists' Telegraph Delivery

**HIGH GRADE PLANTS**  
For Retail Stores a Specialty  
ASK FOR LIST  
**THOMAS ROLAND,** Nahant, Mass.

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Randall's Flower Shop  
**HARRY I. RANDALL,** Proprietor.  
Member Florists' Telegraph Delivery

New York—Bloomingdale's (C. C. Trepel,  
Prop.), Lexington Ave. and 59th St.  
Omaha, Neb.—Hess & Swoboda, 1415  
Farnum St.

Philadelphia—Chas. H. Grakelow, Broad  
St. at Cumberland.

Providence, R. I.—Johnston Bros., 38  
Dorrance St.

Rochester, N. Y.—J. B. Keller Sons, 25  
Clinton Ave. N.

St. Louis, Mo.—Fred C. Weber, 4326-28  
Olive St.

St. Paul, Minn.—Holm & Olson, Inc.

Tarrytown-on-Hudson, N. Y.—F. R. Pier-  
son Co.

Toronto, Can.—J. H. Dunlop, 8-10 West  
Adelaide St.

Washington, D. C.—Gude Bros., 1214 F  
St.

Washington, D. C.—George H. Cooke,  
Connecticut Ave. and L St.

Worcester, Mass.—Randall's Flower Shop,  
22 Pearl St.

New York—Thos. F. Galvin, Fifth Ave.,  
at 46th St.

## Visitors' Register

New York—George B. Hart, Roch-  
ester, N. Y.; Wallace R. Pierson,  
Cromwell, Conn.

Philadelphia—James Brown, Coates-  
ville, Pa., and John Cox, formerly of  
S. S. Pennock Co., home on furlough  
from Newport News, Va.; Harry K.  
Rohrer, Lancaster, Pa.; Wm. Ehman,  
Corfu, N. Y.

**PHILADELPHIA**  
**CHAS. H. GRAKELOW** F. T. D.  
Everything in Flowers  
Broad Street at Cumberland

**Quality and Reliability**  
**WARBURTON**  
FALL RIVER, MASS.  
Deliveries of Flowers and Plants  
in FALL RIVER and contiguous  
territory.

**H. F. A. LANGE**  
WORCESTER, MASS.

Deliveries to all points in New England.  
125,000 Square Feet of Glass.  
Member Florists' Telegraph Delivery  
Association.

**EAST ORANGE, N. J.**  
**SMITH, The Florist**

We deliver by automobile in East, West  
and South Orange, also Glen Ridge, Mont-  
clair, Bloomfield, Newark and New York.

**ST. LOUIS, MO.**

**FRED C. WEBER**  
4326-28 Olive St.

Member Florists' Telegraph Delivery Association  
NOTICE INITIALS. We have one store only

**THE J. M. GASSER COMPANY,**

**CLEVELAND**

Euclid Avenue

The Far-Famed Flowers of  
**TORONTO**

Delivered on mail or telegraph order for  
any occasion, in any part of the Dominion.

**JOHN H. DUNLOP**  
8-10 West Adelaide St. - TORONTO, ONT

**HESS & SWOBODA**  
FLORISTS

Telephones 1501 and L 1532

1415 Farnum St.

**OMAHA, NEB.**

**Efficient Delivery  
Service**

ALL BOSTON SUBURBS

**JOHN MCKENZIE**  
1927 Mass. Ave., CAMBRIDGE, MASS.

**"THE HOME OF FLOWERS"**

The largest cut flower store in America.  
Orders for the TWIN CITIES and for all  
Northwestern points given prompt at-  
tention.

**HOLM & OLSON, Incorporated**  
ST. PAUL, MINN.

**The Park Floral Co.**

B. E. GILLIS, President.  
E. P. NEIMAN, Secretary.  
Member Florists' Telegraph Delivery  
**DENVER, COLORADO**





## ORCHIDS

in quantity is the outlook for January. Large flowers and good varieties. Prices will be more reasonable.

*Let us Supply you*

**THE LEO NIESSEN CO.**

1201 Race Street, PHILADELPHIA, PA.

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**WHOLESALE FLORIST**

1619 - 21 Runstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES  
and all Seasonable Varieties of Cut Flowers

## CHARLES E. MEEHAN

*Wholesale Cut Flowers  
Plants, Greens, etc.*

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## GEORGE B. HART

**WHOLESALE FLORIST**

24 Stone St., Rochester, N. Y.

## E. G. HILL CO.

**Wholesale Florists**

**RIEHOOND, IND.**

Please mention Horticulture when writing.

## MICHIGAN CUT FLOWER EXCHANGE, Inc.

**WHOLESALE COMMISSION FLORISTS**

*Consignments Solicited*

*Hardy Fancy Fern Our Specialty*

264 RANDOLPH ST., DETROIT, MICH.

*The House for Quality and Service*

## ZECH & MANN

*We are Wholesale Florists Doing  
a Strictly Wholesale Business*

30 East Randolph Street, CHICAGO

**CUT FLOWER BOXES**

**EDWARDS FOLDING BOX CO**

MANUFACTURERS

PHILADELPHIA, PA.

## TRY

# Horticulture's Advertisers

## FIRST

**Before Looking Elsewhere**

**Tell Them You Did So And  
They'll Reciprocate**

**IF You Want Anything from Boston Get It  
From Henry M. Robinson & Co.**

*For Safety Place Your Orders With Us*

**HENRY M. ROBINSON & CO.**

2 Winthrop Square and 32 Otis Street, BOSTON, MASS.

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	BOSTON Dec. 26	ST. LOUIS Dec. 16	PHILA. Dec. 26
Roses			
Am Beauty, Special	100.00 to 150.00	65.00 to 85.00	85.00 to 100.00
" " Fancy and Extra	50.00 to 75.00	30.00 to 50.00	50.00 to 75.00
" " No. 1 and culls	15.00 to 35.00	12.00 to 20.00	35.00 to 50.00
Russell	10.00 to 50.00	20.00 to 50.00	30.00 to 60.00
Hadley	16.00 to 50.00	5.00 to 25.00	15.00 to 50.00
Mock, Key	16.00 to 50.00	5.00 to 25.00	15.00 to 50.00
Arenberg, Hoosier Beauty	16.00 to 40.00	5.00 to 10.00	15.00 to 40.00
Ward, Hillingdon	16.00 to 40.00	6.00 to 10.00	15.00 to 40.00
Killarney, Key, Taft	16.00 to 50.00	6.00 to 15.00	15.00 to 25.00
Ophelia, Sunburst	16.00 to 40.00	12.00 to 25.00	15.00 to 30.00
Carnations	10.00 to 25.00	10.00 to 17.50	15.00 to 25.00
Cattleyas	75.00 to 150.00	100.00 to 150.00	75.00 to 100.00
Lilies, Longiflorum	25.00 to 35.00	25.00 to 25.00	25.00 to 35.00
Lilies, Speciosum	8.00 to 20.00	8.00 to 8.00	8.00 to 8.00
Lily of the Valley	4.00 to 8.00	4.00 to 8.00	4.00 to 8.00
Snapdragon	1.00 to 2.00	1.00 to 2.00	1.00 to 2.00
Violets	1.50 to 2.50	1.00 to 2.00	1.00 to 2.00
Stevia	2.00 to 3.00	2.00 to 3.00	2.00 to 3.00
Calendula	2.00 to 4.00	2.00 to 3.00	2.00 to 3.00
Chrysanthemums	35.00 to 50.00	15.00 to 30.00	15.00 to 30.00
Gardenias	1.00 to 1.50	1.00 to 1.50	1.00 to 1.50
Adiantum	1.00 to 1.50	1.00 to 1.50	1.00 to 1.50
Smilax	1.00 to 1.50	1.00 to 1.50	1.00 to 1.50
Asparagus Plumosus, & Spreng. (100 Bchs.)	35.00 to 50.00	50.00 to 150.00	50.00 to 60.00

# J. A. BUDLONG

184 North Wabash Avenue, CHICAGO

**Wholesale Growers of Cut Flowers**

# ROSES, CARNATIONS

**AND ALL OTHER SEASONABLE STOCK**

*Shipping orders have most careful attention always*

**WILLIAM F. KASTING Co.**

**Wholesale Florists**

568-570 WASHINGTON STREET - BUFFALO, N. Y.



## Flower Market Reports

The most unprecedented BOSTON condition in their history was the situation which confronted wholesale dealers in the market this Christmas, and while the causes were partially understood and the situation to a certain extent discounted in advance business from a commercial standpoint was the liveliest ever enjoyed in the local market. A general cleanup was effected in every grade of stock and scarcity kept the prices soaring. Stock as a rule was of excellent quality and as rapidly as shipments were received were as rapidly disposed of. Roses had the popular demand with carnations running a close second. Violets, while scarce, did not seem to have the call expected, while enough sweet peas could not be obtained to fill orders. Lilies also held up well. Holly and the general run of greens also demanded high prices and nothing was left but a few scattering remnants. Plants were finally scarce as growers had contracted for their sale many weeks in advance of the holiday and there seemed to be an eager customer for even the culls.

Business for the CLEVELAND past week was excellent. Plant growers are completely sold out and wholesalers report stocks practically exhausted. Prices are very good and although supply is below normal, the total business done is above the records of last year. Roses, carnations, stevias, poinsettias and violets are the principal flowers for Christmas, and they are in greater supply than at first thought. Such greens as adiantum, smilax and asparagus are excellent and abundant. Holly, mistletoe, laurel, and other Christmas greens are below normal and the market cleaned up early. Colder weather is predicted and it is hoped will set in soon so that firing may be taken up in earnest in the greenhouses.

The Christmas PHILADELPHIA cut flower market was generally expected to be abnormal and all the prophecies have been fulfilled—and then some. There was not half enough stock to go around and the loud wails from buyers who did not understand the situation—and few of them did—was a trial and tribulation to the retailer. This was especially true of the retailer with an established trade, whose great pride has been to try and treat his customers about as liberally at Christmas as any other time; but

## WHOLESALE FLOWER MARKETS — TRADE PRICES — Per 100 TO DEALERS ONLY

	CINCINNATI Dec. 16	CHICAGO Dec. 16	BUFFALO Dec. 9	PITTSBURG Dec. 16
<b>Roses</b>				
Am. Beauty, Special	75.00	75.00	100.00	60.00
" " Fancy and Extra	50.00	75.00	50.00	40.00
" " No. 1 and culls	10.00	35.00	20.00	10.00
Russell	15.00	35.00	20.00	10.00
Hadley	15.00	35.00	20.00	10.00
Euler, Mock	15.00	35.00	20.00	10.00
Arenberg, Hoosier Beauty	12.00	30.00	15.00	10.00
Ward, Hillingdon	12.00	30.00	15.00	10.00
Killarney, Key, Taft	10.00	20.00	15.00	10.00
Ophelia, Sunburst	12.00	35.00	20.00	10.00
<b>Carnations</b>				
Cattleyas	76.00	100.00	75.00	150.00
Lilies, Longiflorum	20.00	20.00	15.00	20.00
Lilies, Speciosum	20.00	20.00	15.00	20.00
Lily of the Valley	6.00	8.00	8.00	10.00
Snappedragon	15.00	20.00	10.00	10.00
Violets	1.50	2.50	3.00	1.50
Stevia	2.00	3.00	3.00	2.00
Calendula	4.00	5.00	6.00	10.00
Chrysanthemums	25.00	50.00	50.00	10.00
Gardenias	25.00	50.00	50.00	10.00
Adiantum	1.00	1.00	1.50	1.00
Smilax	20.00	25.00	20.00	20.00
Asparagus Ptu. & Sprea. (100 Bhs.)	25.00	75.00	50.00	150.00

those whose business is more with transient customers also had their troubles. Of course, a great many orders had to be turned down entirely. It was a case of trying to serve old customers first so far as stocks would allow and if there happened to be any little thing left the transient was let have it. The situation was not quite so bad in the plant line, as many of the astute retailers had their contracts with the growers made months ago, and could, therefore, keep prices from soaring much when the holidays came around. Not only that condition, but, unlike the cut flower end, the 'flu epidemic did not cut into the quantity or quality. In spite of all that, however, other conditions, such as shutdowns, coal shortages, labor shortages, and general uncertainty about war conditions away back at planting time, there was shortage here also, and many who would have preferred a nice flowering plant had to be satisfied with a palm or a croton. Christmas trees, holly and all greens, were scarce and high, not because Dame Nature was off crop, but mainly on account of labor and transportation conditions.

The rose supply is ROCHESTER fair and includes chiefly longer grade stock. Lilies are in good demand but the supply is not over large. The supply of violets for the holidays looks as though it may be very limited and high prices prevail. Carnations are very scarce. Greens of all kinds are in good demand.

The week before ST. LOUIS Christmas found the market strong. Carnations have declined in price. Roses are scarce and well commanded high prices. Sunshine and warm weather has brought on violets which are pro-

(Continued on page 643)

## FOR Bigger, Better Business

Nothing that you can do will compare with judicious advertising.

### Judicious Advertising

is that which appeals to that class of readers who have need for the goods one has to offer and who are able to pay for the same. Advertising addressed to anybody else is largely ineffective and the bigger the circulation paid for the greater the waste.

If you wish to reach the responsible and desirable people in the Florist, Gardening, Seed and Nursery industries,

## HORTICULTURE

can serve you well. This it has been doing for the past thirteen years, for wise advertisers.

Are you one of them?

If not, now is a good time to start something

## FOR Bigger, Better Business



**H. E. FROMENT**  
Wholesale Commission Florist  
Choice Cut Flowers  
New Address, 143 West 28th St., NEW YORK  
Telephones: 2200, 2201, Madison Square.

**WM. P. FORD**  
Wholesale Florist  
107 W. 28th Street, NEW YORK  
Telephone 5335, Farragut.  
Call and inspect the Best Establishment  
in the Wholesale Flower District.

**JOHN YOUNG & CO.**  
WHOLESALE FLORISTS  
53 WEST 28th STREET NEW YORK CITY  
Consignments Solicited  
Phone Farragut 4230

**WALTER F. SHERIDAN**  
Wholesale Commission Dealer in  
CHOICE CUT FLOWERS  
133 West 28th Street, New York  
Telephone—3555-3533 Madison Square

**RIEDEL & MEYER, Inc.**  
Wholesale Commission  
READY FOR BUSINESS  
49 WEST 28th ST. NEW YORK.

**GEO. C. SIEBRECHT**  
WHOLESALE FLORIST  
109 WEST 28th ST  
CONSIGNMENTS SOLICITED  
PHONE {608} FARRAGUT NEW YORK  
609

**THE KERVAN CO**  
Fresh Cut Decorative Evergreens.  
Highest Standard of Quality. Largest  
Stock in America. Write for Illustrated  
Catalog of Greens and Florists' Supplies  
119 W. 28th St., - - NEW YORK

**WILLIAM H. KUEBLER**  
Brooklyn's Foremost and Best  
WHOLESALE COMMISSION HOUSE  
A First Class Market for CUT FLOWERS  
28 Willoughby St., Brooklyn, N. Y.

**M. C. FORD**  
121 West 28th St., NEW YORK  
FINE ROSES, FANCY CARNATIONS  
A Full Line of ALL CUT FLOWERS.  
Telephone 3870 Farragut.

**WHOLESALE FLORISTS**  
*Young & Co.*  
34 West 28th St. New York  
Consignments Solicited

**P. J. SMITH**  
WHOLESALE COMMISSION FLORIST SELLING AGENT FOR  
LARGEST GROWERS  
A full line of Choice Cut Flower Stock for all purposes.  
TELEPHONE {2281} FARRAGUT 131 West 28th St., NEW YORK CITY  
1089

Business Here Is Always Good  
I NEED MORE FLOWERS. Send your stock here and get  
'Top Market Prices  
**HERMAN WEISS,** 130 West 28th Street  
New York  
AGENT FOR CABILLO'S CATTLEYAS

**HENRY M. ROBINSON CO. OF NEW YORK**  
WHOLESALE FLORISTS  
55-57 West 28th Street  
Telephones, 12-3510 Madison Square  
MAURICE L. GLASS, Treasurer  
Consignments Solicited

### NEW YORK QUOTATIONS PER 100. To Dealers Only

ROSES AND CARNATIONS	Last Part of Week ending Dec. 21 1918		First Part of Week beginning Dec. 23 1918	
American Beauty, Special	50.00	to 75.00	50.00	to 75.00
" " Fancy and Extra	35.00	to 30.00	35.00	to 30.00
" " No. 1 and culls	20.00	to 25.00	10.00	to 25.00
Russell	8.00	to 25.00	8.00	to 25.00
Hadley	8.00	to 40.00	8.00	to 40.00
Euler, Mock, Key	8.00	to 25.00	8.00	to 25.00
Arenberg, Hoosier Beauty	6.00	to 20.00	8.00	to 20.00
Ward, Hillingdon	6.00	to 15.00	6.00	to 15.00
Killarney, Taft	6.00	to 15.00	8.00	to 15.00
Ophelia, Sunburst	10.00	to 20.00	10.00	to 20.00
Carnations	4.00	to 12.00	4.00	to 12.00

**WE WANT MORE SHIPPERS**  
We have a numerous clientele of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.  
Address Your Shipments to  
**UNITED CUT FLOWER CO. Inc.**  
111 W. 28th St., NEW YORK  
D. J. Pappas, Pres.

**REED & KELLER**  
122 West 25th St., New York  
**Florists' Supplies**  
We manufacture all our  
Metal Designs, Baskets, Wire Work & Novelties  
and are dealers in  
Decorative Glassware, Growers and  
Florists' Requisites

**Boston Floral Supply Co.**  
347-357 Cambridge St., Boston  
Headquarters for  
CYCAS, BASKETS, WIRE DESIGNS  
and WAX FLOWERS  
Send for price list if you have not received one.

**WILLIAM MACKIE**  
WHOLESALE FLORIST  
105 West 28th Street, NEW YORK  
Consignments Solicited  
TELEPHONE: FARRAGUT 750

**ROBERT DYSART**  
CERTIFIED PUBLIC ACCOUNTANT  
Simple methods of correct accounting  
especially adapted for florists' use.  
BOOKS BALANCED AND ADJUSTED  
40 STATE STREET . . BOSTON  
Telephone Main 58

When writing Advertisers kindly mention Horticulture



## Flower Market Reports

(Continued from page 641)

ducing quite an increase to the supply. Christmas novelties are selling well, including holly and mistletoe.

## Obituary

John Paget.

Central Pennsylvania has lost one of its best known and oldest gardeners, in the death on Dec. 23, of John Paget, who for 26 years was head gardener at the Pennsylvania State Hospital at Harrisburg. Mr. Paget was 75 years old.

He came to Philadelphia from England in 1870, and five years later he entered the employ of the late U. S. Senator Don Cameron at Lochill, just south of Harrisburg, and remained there for seventeen years, then going to the State Hospital. He is survived by his wife, Mrs. Mary Paget, and the following children: John P. and Alfred N., of Guayaquil, Ecuador; Mrs. Gertrude A. Leamer, of Florida; Wilmer J., assistant superintendent of the Botanic Gardens, Washington, D. C.; and Mrs. Edward Hikes, Mrs. George Kuebler, Donald C. and Alan N., of Harrisburg, Pa.

D. Mendels.

Mr. D. Mendels of the firm of Freyling & Mendels, Grand Rapids, Michigan, died at his home on Wealthy street, Wednesday, December 18th, after a brief illness of two days. Although the immediate cause of his death has been coming on for the past

## Do You Know What You Want?

Look in the "Buyers' Directory" of this issue and you will probably find represented there somebody who can supply you. It's a good plan to look it over every week, for the weekly changes and additions are many.

**SEE?**

## J. J. COAN, INC. Wholesale Florist

116 West 28th Street, NEW YORK

Phones:  
Farragut 5413 and 5891

Everything in Cut Flowers

## J. K. ALLEN

"A LEADER IN THE WHOLESALE COMMISSION TRADE FOR OVER THIRTY YEARS"

**ROSES! I WANT ROSES!**

Have a demand for more than I can supply. Rose Growers Call or Write.

118 West 28th St.

**NEW YORK**

TELEPHONES  
Farragut 167 and 3886

## NEW YORK QUOTATIONS PER 100. To Dealers Only

MISCELLANEOUS	Last Part of Week ending Dec. 21 1918		First Part of Week beginning Dec. 23 1918	
Cattleyas.....	50.00	to 100.00	50.00	to 100.00
Lilies, Longiflorum.....	10.00	to 30.00	10.00	to 30.00
Lilies, Speciosum.....	5.00	to 10.00	5.00	to 10.00
Lily of the Valley.....	4.00	to 8.00	4.00	to 8.00
Snapdragon.....	4.00	to 10.00	4.00	to 10.00
Violets.....	15.00	to 2.00	2.00	to 3.00
Dahlias.....	.....	to .....	.....	to .....
Calendula.....	2.00	to 4.00	2.00	to 4.00
Chrysanthemums.....	10.00	to 50.00	10.00	to 50.00
Gardenias.....	20.00	to 75.00	20.00	to 75.00
Adiantum.....	.75	to 1.00	.75	to 1.00
Smilax.....	18.00	to 16.00	18.00	to 16.00
Asparagus Plumosus, & Sprea (100 bunches).....	15.00	to 20.00	15.00	to 20.00

four years, he was at his work until the Monday before his death, having made all preparations for the day's business. He was sixty-eight years old on August 20th, being born in the Netherlands in 1850 and coming to this country in 1870. He has been engaged in floriculture since 1875. In 1880 he started his present business with Nicholas Freyling as partner. Mr. Freyling passed away fourteen years ago and was succeeded by his son, Edward N. Freyling. Mr. Mendels is survived by his wife and one married daughter. Besides a successful business career he was a man of exemplary habits and staunch principles. He was a prominent member of the Reformed Church and zealous in its interests and philanthropies.

Joseph A. Crotty.

Joseph A. Crotty, 34 years and 10 months old, for many years employed as a clerk in the store of F. B. Madaus, florist at 370 Main street, Worcester, died Dec. 17 in his home, 12 Wabash avenue, of pneumonia which developed from influenza. Mr. Crotty was one of the best known men in Worcester connected with the florist business and had a host of friends in all sections of the city. For 24 years he served as clerk in the Main street store. As a boy of 10 years he commenced work after school hours, and later, when his studies in the Worcester schools were completed, he devoted his entire time to the business. Mr. Crotty was one of the

most popular clerks employed in any store in the business section of the city. He is survived by his wife, one son, his father, three brothers. Mr. Crotty's wife and his son are both confined to the home at 12 Wabash avenue with influenza.

## HENTZ & NASH, Inc.

Wholesale Commission Florists

55 and 57 West 26th Street  
Telephone No. 755 **NEW YORK**  
Farragut

## H. BAYERSDORFER & CO. Manufacturers and Importers

1129 Arch St., PHILADELPHIA, PA.  
THE LEADING FLORISTS' SUPPLY  
HOUSE OF AMERICA

QUALITY QUANTITY

## CHARLES MILLANG

Wholesale Florist

55-57 West 26th St., NEW YORK  
ATTENTION VARIETY

## Wired Toothpicks

Manufactured by

**W. J. COWEE, Berlin, N. Y.**

10,000...\$2.25 50,000...\$0.75 Sample free.  
For sale by dealers.



## COMMERCIAL HORTICULTURAL CHEMICALS

F. A. Wilson of Nahant, Mass., has kindly prepared for us the following abstract of a recent address by him before the Horticultural Club of Boston. We regard it as a very valuable contribution on a very vital subject.

In the free and mostly untrammelled operations of trade in normal times, but few people have any opportunity to see at their true values the importance of certain essential materials. "Easy come, easy go", the saying is, and a carefree use and consideration is natural and habitual. For the same reason the vital element of transpiration is unconsidered—most persons do not realize what is involved. It is only in the stress of our war emergency that the public has studied eagerly the reasons for one or another scarcity or curtailment—and have learned that transpiration is one great vital factor of modern living conditions, and a factor made all important by the congestion of population; in fact these two elements are closely allied—for better transpiration made congestion of populations and the latter made the best transpiration methods a prime necessity.

Among the things which we of the horticultural profession have especially noticed is the shortage of our important chemicals Nitrogen, Phosphorous and Potash—or, which is the same thing, of their important compounds which we commonly use. A chemical also of service, though less directly, is Sulphuric Acid. This acid is made commercially from materials obtained in our country, but the unusual demand has outrun the supply. Yet tremendous possibilities for its manufacture are about us. Large smelter stacks waste sulphur compounds easily turned into sulphuric acid—but unfortunately these are not always conveniently near the place of demand—and always it must be remembered that with chemicals which are used so largely the price is comparatively low and transportation charges may amount to a large percentage. Sulphuric acid combined with ammonia yields ammonium sulphate, much used in agriculture; and with the phosphate rocks, of which there is no dearth to get the "superphosphates" (soluble calcium phosphate) commonly used as fertilizer.

Nitrogen is a dull, inert chemical—present to a large extent in our atmosphere, but difficult to obtain be-

cause of its lack of affinity for any other material. Nitric acid or ammonia—the two are interchangeable materials—is involved in the making of all high explosives and vital (through easily made compounds) to agriculture; thus it feeds guns or men—and is of equal importance to all nations everywhere. Used with toluene, cotton, and glycerine, nitric acid yields trinitrotoluene, gun cotton and nitro glycerine; ammonia combined with sulphuric acid yields ammonium sulphate for fertilizer, and with nitric acid yields ammonium nitrate used with trinitrotoluene for high explosives.

The nitrogen question has become extremely important. The world's supply came from the Chilean nitrate beds in the form of nitrate of soda, itself a soluble compound for fertilizer, and one easily treated to produce nitric acid—but in its treatment sulphuric acid is used, thus affecting our supply of fertilizers in the making of which sulphuric acid is also needed. Transportation cut off this nitrogen supply and greatly stimulated other means of production most of which were pre war methods, practical enough but yielding a result only at a greater cost. These are all processes for getting atmospheric nitrogen. Among them is one notable electrical process—the Birkeland-Eyde Process—which has proven especially useful where cheap electricity is available from water power. This means that in our own country electricity from fuel must chiefly be used at a greater expense—and adding a complication to the fuel question. There are several other methods—two of which are represented in government plants in this country. One at Sheffield, Alabama, gets nitrogen from liquid air and combines it with hydrogen at high pressure and temperature to get ammonium nitrate—the product of this plant will be about 20,000 tons a year. Another plant at Mussel Shoals, Alabama, is expected to yield ammonia at a lower price than other methods getting nitrogen from the air. The capacity is over 100,000 tons a year.

It is interesting to note that platinum, which people have been asked to conserve by abstaining from platinum jewelry, is used to produce a phenomenon known as catalysis. Its mere presence in a mixture of materials from which nitric or sulphuric acids

is made hastens the process of chemical combination. Substances which do this are called catalysts. The phenomenon is understood and used, but not explained—and it would not be surprising to find it playing a part in plant and animal life which may be diverted to practical service. So far as platinum is concerned, a catalyst used thus indirectly in the making of food for guns and men, the only considerable supply now known is in Russia.

The third chemical now considered of paramount importance to agriculture is potash. The world's natural supply of this is in Alsace-Lorraine—until now controlled by Germany for fifty years. Under skillful exploitation perhaps too much potash for food crops has been used—it is certain that our diminished supply has been in part counteracted by other means and materials. In 1917 we only used in this country about one fifth of our pre war demands. More seems to be needed East than West—an item to be considered in looking for an available supply which may lessen transportation costs.

There are certain natural deposits in this country, but not enough for needs, and in the West—away from place of greatest use. Potash can also be obtained from cement kilns and blast furnace flues and wood ashes—in small quantities at present, but capable of development. Giant help of the Pacific Coast yields a supply—but also involving transportation costs. Nearly ten percent of the potash used in our country in 1917 was derived from molasses. The industry in this country is small but promising—and we may soon be fairly independent of imports.

It was said that ammonia and nitrogen were about equally valuable for the production of important compounds. Ammonia is produced chiefly as a by-product in the manufacture of illuminating gas—and is also a by-product in the making of coke. Coke ovens have commonly wasted this, as well as important coal tar products—but more efficient installations are remedying this trouble. This war demand for ammonia cannot be satisfied by these means, however, unless coke is overproduced—with a resulting strain on our fuel situation.

Chemistry plays an important part in industry—and in nearly all branches of it. Important research



work will always challenge the skill of trained workers—although of nearly all industries this may be said of other than chemical lines. In our own industry there is a large field of exploitation open—needing co-operative action and sure to yield large results, both for the advancement of the profession, and for the pocket books of the practitioners.

#### THE ALSATIAN POTASH DEPOSITS.

The mere loss of a manufacturing industry, no matter how highly developed, is far less serious than the loss of a supply of raw materials. Manufacturing industries based largely on foreign raw materials may be easily transplanted; the productive forces, the capital, the enterprising spirit, the technical training and commercial connections involved are comparatively mobile and may be restored after overcoming a certain amount of disturbance during the period of transition. The loss of raw materials, on the other hand, is final and irreplaceable. The mere mention of ore, potash, and petroleum is sufficient to indicate the significance of Alsace-Lorraine in the German outlook as regards to raw materials.

As to petroleum, Alsace produced prior to the war 42 per cent of the total amount of 120,000 tons of crude oil produced in Germany, and while the yield has increased somewhat lately, it is still of slight importance as compared with the total German consumption of petroleum. The potash deposits are of far greater importance, both from an economic and politico-economic standpoint. It is true that the potash deposits in the other parts of Germany are more than sufficient for domestic consumption and export. But the loss of the Alsatian deposits (about 10 mines belonging mostly to the German potash syndicate) will deprive Germany of the world monopoly which it has heretofore enjoyed and take away from it one of the few weapons of economic defense. While the statements in the Allied press to the effect that the Alsatian deposits will be sufficient to provide potash for all countries outside of Germany may be exaggerated, the fact remains that the loss of these deposits is of extreme importance. The potash monopoly, the Berliner Tageblatt asserts, enabled Germany not only to fix the prices for foreign markets above those for domestic consumption, but also to offer an important product in exchange for raw material produced by countries depending on German

potash. The loss of the Alsatian deposits will therefore put an end to the independent export policy of Germany as regards potash and will force it either to cut prices or enter into an agreement with the new owners of the Alsatian deposits.—U. S. Commerce Reports.

#### RECONSTRUCTION COURSE IN AGRICULTURE IN OHIO.

Agricultural reconstruction problems are to be given careful consideration in a special eight weeks' course at the College of Agriculture, Columbus, beginning January 6 and ending February 28. The subjects taught will be live-stock management, soil fertility, farm crops, dairying, fruit growing and gardening, poultry raising, farm management and farm mechanics. While this course is in charge of the same faculty members as the four year course, it is distinctly different and especially prepared for the busy farmer who wants to get the last word in agricultural information and as related to current conditions.

In commenting recently on the advisability of enrolling in such a course, Major W. S. Pealer, of the State Draft Headquarters said, "I personally from my knowledge of the agricultural conditions existing in Ohio would urge every agricultural worker to avail himself of the opportunity offered by such a course. This country must prepare for the readjustment and reorganization that is going to follow a signing of peace and one of the problems is going to be that of agricultural production. The scarcity of labor must of necessity be made up by the increased efficiency of those engaged in such work."

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#### INDIANA'S GARDEN RECORD.

During the spring and summer of 1918 approximately 640,000 gardens were planted in Indiana, which produced products of an estimated value of \$15,000,000, according to the report of the Indiana county agent leader. This number includes both city and farm gardens and is based on reports obtained from 175 cities and towns. The increase in the number of gardens over 1917 was 28 per cent and the increase in value 50 per cent. The higher percentage of increase in value can be explained in two ways. The size of the individual garden was increased in many cases, thus producing more vegetables, and the larger number of people who gardened for the first time in 1917 were more proficient gardeners during the 1918 season, and consequently were able to produce more food on a given amount of ground. According to the report of the county agent leader, people living on farms planted one garden for every four farm dwellers—those in towns of less than 2,500 population, one garden per 4.8 inhabitants in such towns, and those in cities of more than 2,500, one for every 5.1 citizens. Approximately 100,000 acres were devoted to growing vegetables for home consumption in Indiana during the past summer.

**Philadelphia.**—A fine showing of Belle Washburn and Merry Christmas was a welcome sight in the carnation market on Saturday. Four inch flowers and thirty inch stems, remarkably well grown from two-year-old soil, and a credit to Mr. Getter, grower for the Bickley greenhouses at Chester, Pa. The Merry Christmas is a darker shade of crimson than the Washburn.



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### SUMMER FLOWERING TREES.

Among the summer-flowering trees are the Chinese *Sophora japonica*, the Maackia of eastern Siberia, *Acanthopanax ricinifolius* from northern Japan, the arborescent Aralias from the southern United States and eastern Asia, the Korean and Chinese Evodias, the Sour Wood or Oxydendrum from our Southern States, the Chinese Koelreuteria and one of the American Catalpas (*C. bignonioides*). It is interesting that only three of these trees, one of the Aralias, the Sour Wood and the Catalpa are American, and the others have been brought to this country from eastern Asia. The most important group, however, of summer-flowering trees is the Lindens.

Linden-trees are very generally distributed in all the temperate regions of the northern hemisphere with the exception of western North America and, in addition to numerous species, several hybrids are cultivated. All are very similar in flower and fruit, and chiefly vary in the size and shape of the leaves, in the presence or absence of hairs on the leaves and branchlets, and in the nature of their hairy covering when it occurs. A fact which is not easy to explain is the presence in the flowers of all the American species of petal-like scales opposite the petals and connected with the clusters of stamens, while in the flowers of all the Old World Lindens such scales do not exist. Another fact about Lindens which is not easy to explain is that the European species grow much better in Massachusetts than the species of eastern Asia, although as a rule European trees do not succeed here as well as the trees of eastern Asia. The five European Lindens and the species from the Caucasus all flourish in the Arboretum and some of these trees have grown in New England to a large size. The Asiatic species, however, although they have not been many years in this country, give little promise of becoming

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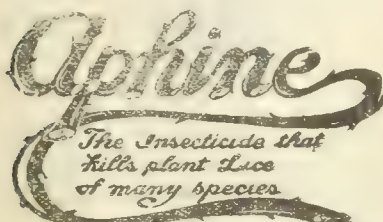
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ing really good trees here. *Tilia japonica*, which has been growing in the Arboretum for twenty-five years, although still a small tree, is, however, perfectly healthy; it is related to the small-leaved Linden of Europe (*T. cordata*) and, like that tree, is one of the latest Lindens to flower here. The graceful drooping branches and pale under surface of the leaves make this small tree attractive, and it is the first of the Lindens here to unfold its leaves in the spring. The common Linden of the north (*T. glabra* or *americana*) as was recently explained in one of these Bulletins, is not as good a tree here as several of the European species, but there are other American Lindens which have been overlooked by American planters, and misunderstood or neglected by American botanists, and among them are handsome trees. Some of these are growing in the Arboretum, and it is not improbable that the collection will be improved at the end of a few years when it is hoped the American Lindens will be better known.

Lindens have always been more valued as ornamental and shade trees in Europe than in the United States. No other trees have been more generally planted in some of the countries of central Europe, and in these countries attention has been paid to the collection and perpetuation of several interesting and valuable varieties and hybrids. The Arboretum collection now contains forty-five species, varieties and hybrids. Many of these trees have flowered for several years, and some of them are large enough to show the habit of the different species when thirty or forty years old. Judging by the Arboretum collection, the handsomest of these trees which can be grown in this part of the country are the European *T. vulgaris*, *T. cordata*, *T. tomentosa*, and *T. petiolaris* and the American *T. heterophylla*, *T. Michauxii* and *T. neglecta*, and the hybrid *T. spectabilis*. This tree is believed to be a hybrid of *T. americana* with *T. petiolaris* or *T. tomentosa*. It has leaves as large as those of the American tree but silvery white on the lower surface. The variety *Moltkei* has rather thicker but equally large leaves.—Arnold Arboretum Bulletin.

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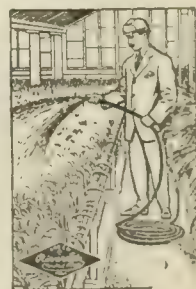
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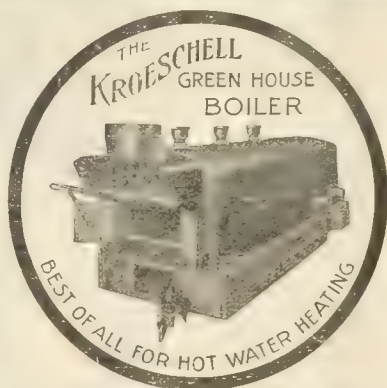
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